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SPECIAL SUPPLEMENT

Barbiturates to be made CDs soon?

Macarthys' equal pay dispute to Europe

Two struck off Register

New theories on thrombosis prevention



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CHEMIST & DRUGGIST

Incorporating Retail Chemist

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CONTENTS

- 131 Comment
- 132 Merrison plans under fierce attack
- 133 Macarthy's in equal rights row
- 133 Barbiturates to come under Misuse Act
- 134 Smallpox vaccine supply change
- 134 FP57 may show higher script charges
- 139 The Xrayser column: Mid-year review
- 139 People; deaths; news in brief; books
- 140 Counterpoints
- 153 ORAL HYGIENE. Special section
- 162 Statutory Committee inquiries
- 164 Pharmacist for trial
- 165 New theories on thrombosis prevention
- 167 Boots publicity criticised at AGM
- 168 Market news; Westminster report
- 169 Classified advertisements

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28 July 1979

COMMENT

Deja vu

Pharmaceutical comment on the report of the Royal Commission on the National Health Service has been predictably hostile, though the hostility is generally muted by uncertainty about the reaction of a Conservative Government to some of the more extreme proposals (p132 and last week, p 96).

For many pharmacists, and for the industry, there is a clear feeling that the Commission's road has been travelled before—and found to lead into many dead ends. "Limited list" prescribing of "essential and effective" drugs had its forerunner in the Cohen and Macgregor Joint Committees on the Classification of Proprietary Preparations, which used progressively more expensive methods of persuading doctors into better prescribing habits — culminating in the ill-fated and shelf-warming "Proplis" during the late 1960s.

Generic prescribing was the forte of the Sainsbury committee of inquiry into the pharmaceutical industry's relationship with the NHS, 1965-67, whose report went so far as to propose an end to brand names for new medicines. Sainsbury's failure to appreciate the effect on innovation, exports, and technical points such as continuity of therapy (all again being raised by ABPI), reached monumental proportions, yet the report required another defensive campaign by the industry to ensure the politicians saw sense rather than expediency.

The Royal Commission looks for cost savings, but today the generics manufacturer faces severe price competition from the original patent holders—and the price regulation schemes have kept a tight rein on investment recovery and profits during patent life. In short, the DHSS already has the means of keeping a balance between the interests of the patient, the NHS and the nation and it seems irresponsible for the Commission not to have given more consideration to the consequences of a potential £10-20m drugs bill saving (its own estimate) out of £540m.

Contrary to the Government viewpoint, the Commission is open-handed on the question of prescription charges, but again we may look back for example. Sir Keith Joseph in 1970-71 floated the idea of patients paying half the cost of medicines with a (then) 50p ceiling. It was a proposal fought vigorously by the health professions and with justification, for we have already heard of patients refusing certain items on prescriptions since the imposition of the 45p charge this month.

The Commission has also dug up ideas that the pharmaceutical profession thought it had buried, particularly a salaried service and health centre practice. Had the principles been worth re-examination the exercise would have been worthwhile, but they too appear to come into the report without due consideration, as does the rejection of rational location of pharmacies.

Sir Alec Merrison, chairman of the Commission, told journalists last week that the NHS could not be insulated from political debate. Perhaps, but it should cease to be a political football subjected to sudden reversals of direction. Regrettably, the Commission seems to have kicked pharmacy off the field!

Due to an oversight some pages have been wrongly numbered. Pp 93, 94, 135 and 136 should be Pp 129, 130, 171 and 172; Pp 107 to 122 inclusive should be 143 to 158.

Merrison's plans for pharmacy come under fierce attack

Representatives of pharmacists organisations and the pharmaceutical industry have sharply criticised the proposals concerning pharmacy outlined last week in the long-awaited Royal Commission report on the NHS.

A spokesman for the Pharmaceutical Services Negotiating Committee said the Commission's rejection of planned location of pharmacies, which they had strongly recommended in their evidence to the Commission, was extremely disappointing. He added that the Commission's suggestion that salaried pharmacists, employed by health authorities, should run health centre pharmacies, could only be detrimental to the pharmacy service in an area as it would result in further closures of private pharmacies. The PSNC had recommended that health centre pharmacies should be run by a consortium of pharmacists in the area.

The Government's plans for the service are not expected to be known until after the summer recess of Parliament and the PSNC is optimistic it will follow an independent line, bearing in mind that the Commission, under the chairmanship of Sir Alec Merrison, was set up by a Labour Government.

The Pharmaceutical Society has also expressed its concern about the Commission's views on the distribution of pharmacies. In a statement issued after publication of the report, the Society points out that an increase in the number of group surgeries will inevitably result in pharmacies being concentrated around them and many communities will lose their main source of advice on minor ailments, a service which the Commission acknowledges is important. It will also result, says the Society, in more visits to the GP which will mean an even bigger NHS drugs bill.

The Society is strongly critical of the Commission's view that patients in rural areas will be happy to receive their medicines from the doctor. They say this is ignoring the need to have a highly trained specialist dispensing modern, potent medicines and complementing the doctor's prescribing role, and also fails to take into account the many other services that pharmacies provide for the rural community.

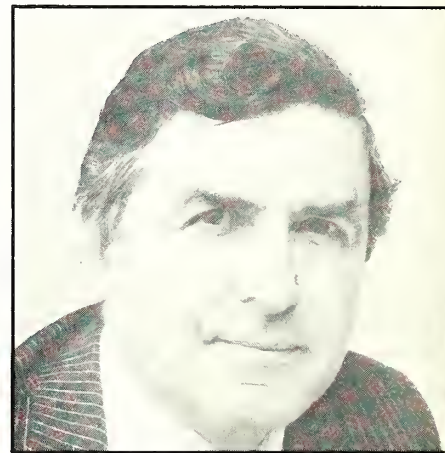
On the question of salaried pharmacists in health centres, the Society says this would only accelerate the closure of community pharmacies.

The Association of the British Pharmaceutical Industry condemns the Commission's proposal that doctors should prescribe medicines from an approved list as harmful to patients, describing the practice as "a piece of costly and damaging bureaucracy."

In a statement, the ABPI says a restricted prescribing list would slow down medical progress and damage the economy of the country. For patients, it would mean they would sometimes get second-best medicines. In medical progress, says the ABPI it would favour old traditional well-tried medicines at the expense of innovations which would damage exports as medicines which could not be prescribed in Britain could never successfully be sold abroad. The ABPI says there is "absolutely no evidence that other countries save money by using a restricted list: indeed, many European countries which have adopted the practice spend considerably more on medicines than Britain."

The Association is equally critical of

the Commission's recommendation that doctors should be encouraged to prescribe generically rather than by brand names. It points out that it has been increasingly recognised that medicines containing the same active ingredients will not necessarily have the same biological activity in patients. Prescribing by brand name, says the ABPI, ensures that the patient will invariably receive the same consistent formulation of medicine, whereas generic prescribing can lead to dangerous variations if medicines made in different ways by different manufacturers are dispensed on successive occasions. Use of generic names instead of brand names, says the ABPI, would only yield a saving of 3 per cent on the NHS medicines bill.



Merrison: taxpayers should bear the cost Jenkin: looking at alternatives

... but administrative pruning is welcomed

Many of the more radical of Sir Alec Merrison's proposals have met with a mixed reception from the Government, Parliament and professional bodies. But his proposal to rationalise NHS administration, which he says was framed under "the false god of administrative tidiness," has been broadly welcomed.

Only a few of the bulk of the Commission's recommendations will affect pharmacists. These include:

- ☐ Abolition of one NHS management tier by merging of districts or by the creation of single district areas
- ☐ Devolution of responsibilities from the NHS to the regional authorities for the detailed working of the NHS—with the regions being responsible to Parliament
- ☐ Abolition of charges, including prescription charges, and the NHS to be continued to be financed by tax.
- ☐ Dissolution of separate family practitioner committees with health authorities

taking over their functions to enable better planning.

- ☐ Renewed efforts to improve GP services in declining urban areas

The Government is known to be opposed to at least two of the Commission's main recommendations: the phasing out of charges and use of the limited prescribing list for doctors. It has made its policy clear on the former by raising prescription charges. Dr Gerard Vaughan, Minister for Health in a written answer earlier this month said he did not believe a limited prescribing list would achieve economies.

In the debate in the House on the report, Mr Jenkin said the Government does not necessarily share the view of the Royal Commission that a service financed almost entirely out of taxation is the right answer and he believes alternatives should be examined. The cost of phasing out charges would amount to £200 million a year, he said.

Macarthy's in equal rights row

Pharmaceutical wholesalers, Macarthy's Ltd, are at the centre of a Euro-legal battle over women's equal pay rights.

The Appeal Court on July 19 decided to refer a legal question raised in a claim against Macarthy's to the European Court of Justice in Luxembourg for clarification.

The question for the Luxembourg court is whether, under European law, a woman seeking equal pay can compare herself with a man who had previously held the job. It is the first time the Appeal Court has referred a case to Luxembourg since Britain joined the Common Market.

Macarthy's are seeking to overturn an equal pay award to a former employee, Mrs Wendy Smith, of Irchester, Northants.

An industrial tribunal had earlier said that Mrs Smith, once a stockroom manager at Wembley, was entitled to be paid the same wage, £60 a week, as the man who had held the job a few months before she took it over. She had been paid £50.

Macarthy's maintained that the award did not come within the Equal Pay Act because under it a woman must be employed on like work "at the same time" and not "in succession".

Two of the three Appeal Court judges hearing Macarthy's appeal went along with this view, but because they had doubts about the ambit of European law on the principle of equal pay for equal work between men and women, they thought it best to refer the case to the European Court for the opinion of judges there.

Further consideration of Macarthy's appeal against the award to Mrs Smith was adjourned pending a ruling from the Luxembourg Court.

Until Mrs Smith's claim against Macarthy's, all the equal pay cases in the English court have dealt with claims by women working alongside men at the same time.

Drug information service launched

The South West Thames Regional Health Authority has given formal approval to set up a drug and medicine information service. This will give up-to-date information on all medicines to hospitals, health centres, general practitioners and community nurses. Proposals had been put forward as long ago as 1976 by both the Regional Pharmaceutical Committee and area pharmaceutical officers.

Mr Eric Cross, regional pharmaceutical officer, said progress had been held back by shortage of money and the effects of proposals which cut the region's finances. He said success was achieved after discussions between medical, nursing and administrative staff.

Barbiturates come under Misuse of Drugs Act

Barbiturates are to come under the control of the Misuse of Drugs Act, probably by the end of the year. The Home Secretary has decided to implement the recommendation by the Advisory Council on the Misuse of Drugs made earlier in the year. The drugs will probably be designated class B drugs under the Act. However, a spokesman for the Home Office said that it was

possible that not all barbiturates would be included in the Regulations.

The Advisory Council is at the moment considering further legislation for dipipanone. At the moment it is a class A drug under the Misuse of Drugs Act but the Council is expected to recommend that supply of the drug to addicts be limited to licensed doctors, as with diamorphine and cocaine.

Drug offenders getting older

The average age of drug offenders in the UK continued to rise in 1978. Figures published in the Home Office Statistical Bulletin 6/79 show that in 1978 27 per cent of persons found guilty of drugs offences were between 25 and 29 years, 17 per cent over 30 and 32 per cent between 21 and 24. Comparative figures for 1973 are 14 per cent, 8 per cent and 34 per cent.

In 1978, nearly 13,400 persons were found guilty of offences involving Controlled Drugs, 5 per cent more than in 1977 but below the 1973 figure of over 14,400. Unlawful possession accounted for 86 per cent of all offences, a 7 per cent increase on 1977. But the numbers of persons found guilty of the more serious offences of unlawful production and unlawful supply were not very different in 1978 from previous years although the number of offenders found guilty of unlawful import or export has

risen steadily from 1973 to 1977. However, there was a drop, 975 (1977) to 918, in the number of persons found guilty of cultivation of cannabis plant but this was still almost three times the number in 1973.

The number of addicts known to the Home Office increased by 19 per cent in 1978 over 1977. The Bulletin says this may be due in part to better notification procedures. The average age of addicts is also increasing. In 1978 the most frequent ages were 25 to 30 years whereas eight years previously 19 to 23 years were the most frequent. Diamorphine, either alone or in combination, was prescribed for fewer known addicts than in 1977 whereas dipipanone was prescribed for more. However, methadone alone accounted for 70 per cent of prescriptions for addicts, slightly more than the average proportion of two-thirds for the years 1972-77.



Smallpox vaccine supply change

New arrangements for the supply of smallpox and plague vaccines have been notified by the Department of Health.

Glycerolated smallpox vaccine (smallpox vaccine BP) will not be available after the beginning of August and instead the freeze-dried vaccine (dried smallpox vaccine BP) is to be provided. The dried vaccine, which is more stable, is distributed in the UK by Vestric Ltd in 10- and 25-dose containers. When stored at a temperature not exceeding 5°C the vaccine may be expected to retain its potency for three years.

Following the closure of the Lister Institute, arrangements have been made for a small stock of plague vaccine, manufactured in the USA by Cutter Laboratories Inc, to be held for supply on a named-patient basis. The suppliers are Tuta Laboratories (UK) Ltd, 10 Quarry Street, Guildford GU1 3UZ (telephone Guildford 31888-31991) to whom orders should be addressed.

Bid to endorse FP10s fails

The request made by the Pharmaceutical Services Negotiating Committee for FP10 forms marked urgent to be endorsed "application should be made to the local police station" has not been supported by the Management Committee of the Society of Family Practitioner Committees.

The PSNC had expressed concern to the Department of Health about reports of attacks on pharmacists who went to their premises after normal business hours to dispense urgent prescriptions. The Management Committee of FPCs said that it was aware that in some areas it had become necessary to discontinue previous arrangements with pharmacists. The police had to spend an "inordinate" amount of time trying to help the public find a pharmacist willing to undertake emergency dispensing. In these areas, after discussion with the police, FPCs, LMCs and LPCs, it had been agreed that all necessary emergency dispensing should be carried out by GPs. Consequently, the Committee thought "out of hours" dispensing arrangements must be left to local organisation.

The Department of Health has turned down a suggestion by the Management Committee of FPCs that incontinence pads be added to the Drug Tariff.

NPA seeks secretaries

The National Pharmaceutical Association is seeking secretaries for two of its branches—Morecambe Bay and Warrington. Mr W. A. G. Kneale, local organisations officer, has written to members of the two branches asking if anyone would be willing to take over these posts.

FP57 forms may show higher script charges

Amendment of Form FP57 to show the amount of higher prescription charges collected is being recommended to NHS contractors by the National Pharmaceutical Association.

Until forms showing new denominations become available, pharmacists have been given the alternatives of either issuing multiples of the existing form

(20p, 25p, 40p and £1) or, "exceptionally," amending the form in manuscript and authenticating it by installing a rubber stamping.

The NPA believes that the latter method will prove helpful to most pharmacists, particularly as many do not hold stocks of the current higher denomination forms.



Mr David Hibbard, MPS, (right) being filmed for a new ATV series starting in the New Year. Getting in on the picture is Mr John Oxley, who is directing the 13-part documentary series, "Doctor", which will deal with a range of common illnesses, such as stomach disorders, back ache and eye diseases. Mr Hibbard, who owns a pharmacy in Great Barr, Birmingham, will be featured answering questions on the type of people who go to the chemists for analgesics instead of to their doctor.

Europe a formidable challenge, says ABPI's retiring president

The challenge presented by the evolving European scene was the most formidable encountered by the British Pharmaceutical industry in the past 50 years, Mr F. Goulding, FPS, retiring president of the Association of the British Pharmaceutical Industry said in his foreword to the ABPI annual report for 1978-79. However, he was confident that the pharmaceutical industry could meet any demands placed upon it.

Reviewing the situation on resale price maintenance, the report states that the present situation might necessitate a change of attitude on the part of the Association towards collective action by members of the Association. When the matter was discussed at the half-yearly meeting it was felt that supplies of essential medicines could be adversely affected by the stand taken by certain wholesale distributors under the conditions now prevailing. Although the Resale Prices Act empowered the ABPI to act on behalf of its members, present

Association policy was opposed to collective action which might constitute a registerable restrictive agreement. But it was suggested that the matter was of such consequence that the Association might consider changing its policy. The president has promised that the matter will be kept under constant review.

In recognition of the continuing and future importance of product liability the report notes that the working party set up by the Association to comment on the Pearson report became a permanent Product Liability Committee. It was the continued view of ABPI that strict liability would have serious and unfortunate consequences.

Please note

The meeting between the Pharmaceutical Services Negotiating Committee and the Minister for Health, Dr Gerard Vaughan, will now take place on August 9, not August 7 as stated in C&D last week.

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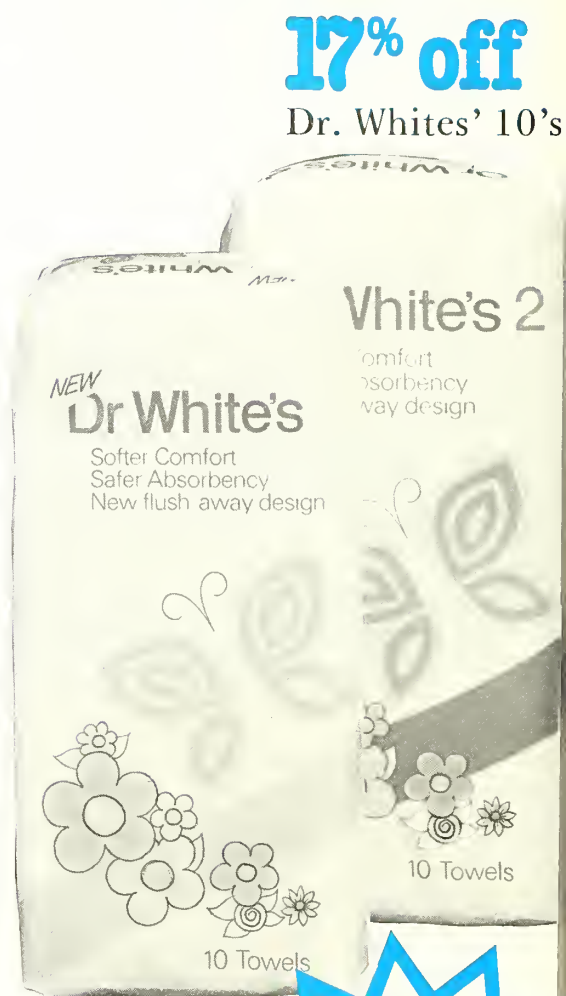
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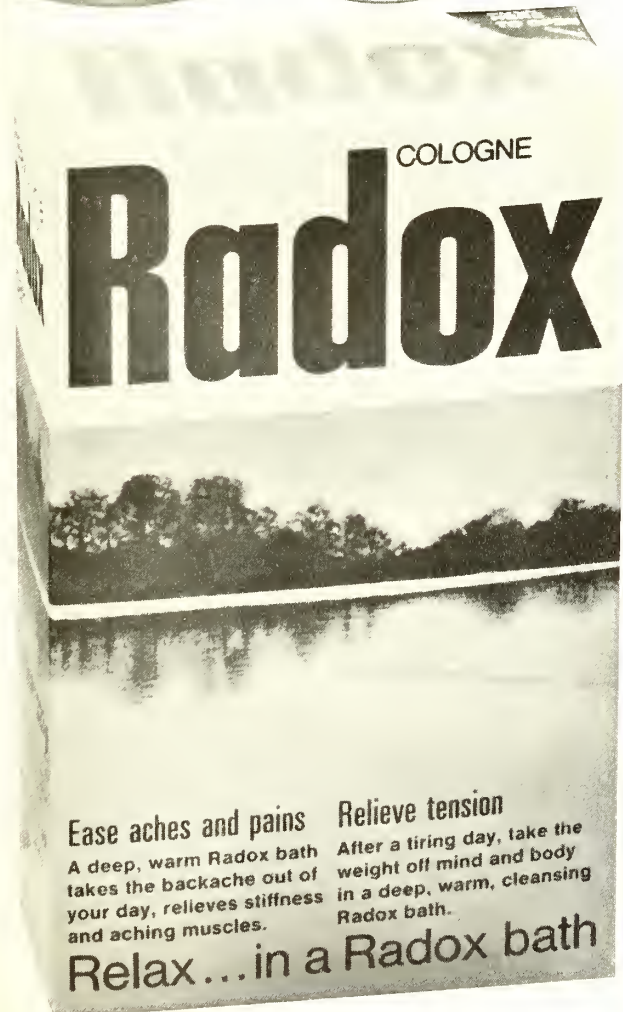


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Mr Bernard Lewis, MPS, has been appointed to Unichem's north regional committee. Mr Lewis is the proprietor of a pharmacy in Coningsby, Lincs.

Mr Gerald Hughes, MPS, has been invested as president of Loddon Vale Rotary Club. Mr Hughes, who is married with three children, is a member of Berkshire County Council.

Mr Glyn Evans, MPS, is retiring at the age of 81 years, after 59 years of running his pharmacy in Bargoed, Mid-Glamorgan. Mr Evans was apprenticed to Benn Reynolds, Cardiff, and attended Bath College of Pharmacy in 1918.

Mr Frank Mitchell, MPS, who now lives at Bradley Road, Huddersfield, and has a pharmacy in Becks Road, Lidget Green, Bradford, has retired. Mr Mitchell spent three years in the RAF after qualifying at Manchester University, and was 10 years with Timothy Whites, taking over the Lidget Green business 31 years ago.

Deaths

Stallard: Austin Stallard, MPS, of Hartney Witney, Basingstoke, Hampshire, on July 16. Mr Stallard registered as a pharmacist in 1926.

Greenall: On July 10, in hospital, Mr Gilbert Greenall, of 1 St Nicholas Road, Harrogate. Mr Greenall, who registered in 1931, leaves a widow and family.

News in brief

- Polythene occlusive dressings are included in the July revision of prices to the Scottish Drug Tariff.
- Chemist contractors in England in April dispensed 24,566,350 prescriptions (14,778,126 forms) at a total cost of £23,943,033 representing an average cost of £2.22 per prescription.
- Stanton Redcroft have published a new technical information sheet on the applications of thermal analysis to pharmaceuticals. The four-page leaflet contains data on the type of information and typical examples obtainable from this type of material. The leaflets are available free of charge from Stanton Redcroft, Copper Mill Lane, London SW17.

Books

The Source Book for the Disabled
Edited by Gloria Hale. *Paddington Press Ltd*, 21 Bentinck Street, London W1M 5RL. 11in x 8in. Pp 288. £4.95.

This paperback is described as "an illustrated guide to easier, more independent living for physically disabled people, their families and friends". Chapters cover aids to general living, employment, adapting the home, sexuality, the disabled parent and disabled child, leisure and recreation. Another section outlines the medical conditions which can lead to disablement. A list of sources of help includes many UK organisations.

28 July 1979

by Xrayser

Mid-year review

I don't know who Omnia Audax is, but it is clear from his article last week on the pressures bearing on us, that he has an uncomfortably accurate way of telling us how badly placed we really are.

Contractors for National Health dispensing are not making enough out of it to keep going, except in certain circumstances. Most of us bolster up our incomes from a variety of other activities, a good many of which have only tenuous links with our professional existence. If they are reasonably successful they mask the poor returns from our contract, and in my business actually subsidise dispensing activities. The response of the young and uninhibited is to look for more profits, with yet a wider range of activities encompassed in the pharmacy.

Those who find this distasteful, hang on, hoping that something will turn up—or that they will sell to some young fellow just starting out. But when it comes to the point, where are these young fellows with £20,000-£30,000 to "invest" in pharmacy for a net return of perhaps £7,000-£8,000 a year? My guess is that they are working for big companies who pay them that much anyway, and whose overall profits come from highly professional retailing expertise. And so we see last month a reduction of our numbers by another twenty. Doesn't it worry you? Ye gods, it gives me AIC (anxiety-induced colitis).

The Royal Commission's report on the National Health Service gives negative comfort for, in its view, pharmacists should be paid hands, possibly working in health centres! What about us? Are we to be wiped out by deliberate underpayment? And what about the availability of the local pharmacies which we know are essential to most communities? It looks as though the Society (Mr Paul), the NPA, PSNC and all, have a lot of drum-beating to do in the immediate future.

STV

Recent correspondence referred to the single transferable vote, for election of our Council. Can't see much wrong with the system myself, for it means that if the first candidate of our choice is home and dry our vote will be passed to our second favourite, and so on. In theory, if the electorate were of much the same view over men and their politics, we should get the ideal Council. Can't see much wrong with the ordinary "X" system either, for there we have seven votes to give to our most favoured choices, which I would have thought would add up to about the same thing.

I don't think it matters so long as the people we elect realise that practising pharmacists look to them for leadership and guidance on purely professional matters—and expect a dogmatic desire to ensure the prosperity of the membership. To judge from events of the past few months we may be misguided in this. We are not reassured by tactical blunders, nor academic arguments over the method of voting, which reminds me of nothing so much as the medieval clerics who debated at length over how many angels could dance on the tip of a needle!

Obvious?

Having had New Zealand pharmacists working alongside me on occasions I am not surprised to see envious comment published from time to time regarding the apparently near-ideal state of pharmacy in their country. One pharmacist, one shop; late-night dispensaries in all the bigger towns, run by consortia of all the local pharmacies; decent returns from national health dispensing, etc, etc. As a follow up to my disgruntlement over the CD cupboard farce, we now learn from Mr David Hurr of Lincoln that they have made yet another common sense innovation, by introducing CDs in packs of ten only—and publicising the fact so that potential thieves would be deterred by the poor return for their efforts. It makes you wonder why we seem unable to work out so obvious an answer to the difficulty of secure CD storage.

COUNTERPOINTS

New models, improved film and holdall from Kodak

New "instant" camera models, improved film, and an equipment holdall will be introduced by Kodak during the autumn.

The two cameras, EK160 (guide £23) and EK160-EF (guide £38) are fixed-focus "point-and-shoot" models featuring motorised print ejection. The EK160-EF has an integral electronic flash unit. To take flash pictures, the top-mounted reflector slides to the right and the movement automatically turns on the power. A flashing light indicates when the unit is ready for operation. Retracting the flash unit turns off the circuit and extinguishes the "ready" light. An accessory electronic flash unit, model C (about £14) will be available to fit the EK160. The unit plugs into the flipflash socket and is held by a mounting strap that screws into the tripod socket. The flash is self-quenching and automatically provides correct exposure between four and 10 feet. Powered by four AA batteries, the unit is activated by sliding the reflector component to the side. A flashing light indicates when the unit is ready for operation.

Both cameras will be sold in see-through packs containing camera, neck strap, batteries, monograms, instruction manual, three-year warranty and a photographic tips leaflet.

The new colour film (£5.02, 2 pack £9.50), to fit all Kodak instant cameras replaces the existing PR10. It has a faster developing time, better colour reproduction and a sharper image, Kodak say. The developing time after ejection from the camera is five minutes (eight minutes with PR10). The first image appears after about 30 seconds and exposure can be judged in about 90 seconds. Picture unit size, image area, cartridge dimensions and exposure index (EI150) are the same.

The instant camera shoulder bag (about £6.50) made from black soft vinyl material with a leather-grain finish and red lining, has a zip design pack. Kodak say the holdall will take all their instant cameras, with the exception of the EK2. A separate pocket on the front holds a spare film or exposed prints. For orders delivered September 10-28, Kodak will allow an extra 5 per cent discount on 160 and 160EF cameras if the number of instant cameras in the Christmas parcel is at least 5 per cent higher than those ordered for September delivery last year, or for a minimum of 10 EK160/EK160EF cameras are ordered. An additional 5 per cent discount will be given on a minimum of 10 assorted model C flash units or holdalls, and to increase instant film sales a free print wallet will be supplied with each twin pack subject to an order of 20 twin packs. For all



instant products orders over £500, goods will be invoiced in September but payment will be deferred until December (50 per cent) and January (remainder). A 5 per cent promotional allowance will also be available from Kodak. *Kodak Ltd, PO Box 66, Kodak House, Hemel Hempstead, Herts HP1 1JU.*

Shulton sport

This year Shulton has been awarded a 'Sponsor of Sport Certificate' by the Duke of Edinburgh, president of the Central Council of Physical Recreation, in appreciation of their services to sport.

Shulton has, with the help of David Nations, OBE, British team coach, sponsored the Old Spice water ski international at Ruislip Lido for the past five years. Each year the number of competitors, and the number of countries involved, has increased. This year a contingent from Russia competed with skiers from France, Holland, Israel, Yugoslavia, Sweden, Czechoslovakia, Italy, Austria, Greece and, of course, Great Britain.

This year the overall winners were Karen Morse in the women's event and Mike Hazelwood, the current world champion, in the men's. Both are members of the successful British water ski team, whom Old Spice also sponsor. *Shulton (GB) Ltd, Trevor House, 100 Brompton Road, London SW3.*

Fish food

Phillips Yeast Products have introduced Phillips vegetable diet (40g £0.68) to their fish food range. *Phillips Yeast Products, Park Royal Road, London NW10.*

Revlon and the Olympic Games

Revlon in the UK have beaten others "to the tape" and acquired the exclusive right to use the British Olympic Association's symbol in connection with fragrances, cosmetics, hair conditioners and toiletries, including deodorants. The arrangement covers both the Winter Olympics to be held in the USA at Lake Placid during next February and March, and the Moscow Olympics which take place the following July and August. The arrangement includes an undertaking by Revlon to raise a substantial contribution to the BOA, so helping to defray the cost of sending the British teams to the Olympic events.

Revlon also have the exclusive right to make reference to the British Olympic Association and the British Olympic team in promotional and advertising material in connection with the supply of Charlie fragrance, Natural Wonder cosmetics, and Flex hair conditioner; also Mitchum Thayer deodorants and anti-perspirants.

The company says that they are making a considerable financial contribution towards the expenses which the BOA will have to meet to send the teams and officials to Lake Placid and Moscow, and opportunities are being arranged by Revlon whereby the public and the retail cosmetic trade can also help. The company will organise nationally promoted and advertised fund raising events and consumer contributory promotional ideas. Women's magazines will help highlight the Revlon involvement with the British Olympic aspirations, some by undertaking suitably themed competitions and other relevant forms of promotion.

Revlon's plans include the staging of an Olympic Ball in London and an Olympic Award scheme especially to honour outstanding British individual and team performances, regardless of medal acquisitions. In close consultation with the BOA, Revlon are designing cosmetic bags for the use of the British team and it is hoped that variants of the design will be available to the public through in-store special offers. *Revlon International Corporation, 86 Brook Street, London W1Y 2BA.*

Polaroid reduction

Polaroid are making a temporary price adjustment for SX single pack films. Until August 31 there will be a 20p per single pack promotional discount. This has the effect of reducing the consumer price by 30p if dealers wish to retain the same margin, says the company. *Polaroid (UK) Ltd, Ashley Road, St Albans, Herts.*

Two new launches from Fabergé span markets

Fabergé announced at the Brighton Christmas trade shows that they will be launching two new perfumes in the autumn.

The first is another in the classic French tradition of Cavale. It is called Partage and will be on counter from mid-October but will probably only be sold in "the most exclusive, upmarket fine fragrance accounts," say Fabergé. The fragrance is green and fruity with dominant floral notes of jasmine, lily of the valley and iris, mingled with the spicy essences of sandalwood, cedar and vetiver. Partage (prices from £7.95 to £17.95) will be advertised in the November and December issue of *Vogue* and *Harpers & Queen*.

The second launch will probably be of more widespread interest in that the fragrance, Adesso, will be strongly mass marketed. Adesso has an Italian flavour

and is packed in their national colours; red, white and green. The fragrance is described as a distinctive and diffusive floral bouquet. The top notes of orange and lemon oils are blended with peach flower notes and the warm background is based on sandalwood, oakmoss and vanilla.

There will be seven products in the Adesso range: two spray colognes (28g £2.65, 55g £3.75), a splash cologne (25ml £2.45), light perfume spray (13g £3.25), perfume (7ml £6.25), tale shaker (200g £1.95) and hand and body lotion (250ml £1.95). There will be an introductory offer of a spray cologne (28g £2.15) and the launch will be backed by an advertising campaign on both television and radio worth £350,000. Adesso will be available for sale from October. *Fabergé Inc, Ridgeway, Iwer, Bucks.*

Optrex sponsorship

Optrex have signed an agreement with the Amateur Swimming Association to sponsor the national swimming championships for another three years. The full title of this event will remain: Optrex ASA National Swimming Championships. Teams for the Europa Cup, Four Nations International, and the first British team to enter the USA nationals will be selected at the championships.

Optrex have sponsored the championships since 1972 when the Optrex Trophy was introduced for the best competing team. The venue this year was Coventry International Pool from July 25-28, 1979. *Optrex Ltd, City Wall House, Basing View, Basingstoke, Hants.*

Agfa advertise

Agfa-Gevaert have produced a new display stand to show four Agfatronic flash units and will be advertising the range in the enthusiast Press. *Agfa-Gevaert Ltd, Great West Road, Brentford, Middlesex.*

Delph tones up

"What a sauna can do for your body, Delph can do for your face": This advertising approach has been designed to ensure that Delph will build a firm brand personality ready for the 1980s, say Richardson Merrell. In the heavily fragrmented cleansing and tonic market, where there are as many as 30 cleansing products and 20 fresheners, awareness for the Delph brands is said to have been particularly high. The company's main objective for the 1980s is to build upon this asset and develop still further

the brand personality especially as both the cleansing and freshening markets have such good growth potential. Only 40 per cent of women in the 16-50 age group use a cleansing product and 20 per cent a freshener.

The dilemma facing the company was how to build a strong personality for Delph in a market characterised by doubts as to whether one product really is superior to another. This challenge led to the development of the advertising idea based on the sauna cleansing and toning regime. In 1979-80, Delph will be increasing its advertising budget threefold through women's Press to promote trial and regular usage of the Delph brands further in order to achieve 78 per cent coverage of the target 16-34 year age group throughout the country. *Richardson Merrell Ltd, 20 Queensmere, Slough, Berks.*

Henna products push

Fassett and Johnson are supporting Nestle Lemur henna conditioning shampoo and henna premixed neutral conditioner during September, October, November and December in *Argus Women's Three, Honey, Girl About Town, and Miss London Weekly*. Commenting on the interest shown in the products, Andrew Doyle, director of marketing, said "Henna has been promoted considerably over the past couple of years and people are finding that it is an excellent natural conditioner for all hair types and colours. We felt that the demand was there and it seems that we are being proved right." *Fassett & Johnson Ltd, New Road, Winsford, Cheshire CW7 2NX.*

Grow your own grow bags



Pan Britannica are intending to launch what they describe as a new growing bag concept next January (1980). It will be a dehydrated board of compost which can be easily carried under one arm, says the company. The board weighs 7lbs but when four gallons of water are added to it, it expands in an hour or two into a full size growing bag which is said to be "even longer and hold more plants than growing bags currently on the market."

The new bag, to be named the GB board, will support four tomato plants, say PBI, who add that gardeners, who can use the bag for many other vegetables too, can grow one crop, pick it and use the same bag for another crop. *Pan Britannica Industries Ltd, Britannica House, Waltham Cross, Herts.*

Good Rennie sales through chemists

According to latest independent audit figures Nicholas Laboratories say that Rennie has achieved a "record brand share through chemists", accounting for about 35 per cent of all indigestion tablets sold in pharmacies.

Graeme Hannah, Nicholas Laboratories marketing manager pharmaceuticals comments: "We have over the decades of Rennie's existence established a tremendous consumer loyalty founded upon the proven effectiveness of the formulation. Coupled with this, we attribute the sustained growth of the brand to continued heavyweight advertising support which, last year, exceeded £500,000."

"During the coming year we will be maintaining this support with an increased budget to be spent mainly on television. We have no reason to doubt that our dominant position within the market will continue to increase in strength". *Nicholas Laboratories Ltd, 225 Bath Road, Slough, Berks.*

COUNTERPOINTS

Erasmic Superfoam is relaunched

Erasmic Superfoam is being relaunched by A&F Pears (Elida Gibbs). Introduced in the 1960s, Erasmic Superfoam is said to have enjoyed "continued success" in recent years. During 1974-78, it doubled in sales volume while the market grew by only 15 per cent, says the company.

It has been reformulated to give "a creamier lather, better lubrication and thus a smoother shave." It is also said now to last longer, claiming to "give more shaves per gram than any other foam." Erasmic Superfoam (170g £0.63, 340g £0.97) also has a new, fresher perfume. The white aerosol pack retains its bulls-eye designs.

To promote new Erasmic, A&F Pears are mounting an on-pack competition, offering a video recorder and colour television with ten runners-up prizes of stereo cassette recorders. Consumers are invited to answer six multiple-choice questions on shaving and then write a slogan for Erasmic, including the word "pogonotomy" (from the Greek meaning shaving.) The competition runs until March 31, 1980. *Elida Gibbs Ltd, PO Box 1DY, Portman Square, London W1.*

Liga rusk packs

Cow & Gate have redesigned the Liga 12s rusk pack and the 8s pack to give greater visual impact at point of sale, clearer differentiation between the contents of the two packs and a strengthening of the Cow & Gate and Liga brand identities with the consumer.

The total rusk market is currently worth £4.5 million of which £1.1m is through chemist outlets. Liga rusks have a 20 per cent share of the rusk market in chemists with sales showing a healthy upward trend, says the company. *Cow & Gate Baby Foods, Trowbridge, Wilts.*

Insulated jar

Insulex have added a 60oz (1.7l) capacity picnic jar (£7.95) to their range of insulated products. The jar, which has a separate removable inner container, is being offered in pearl grey with a choice of red or blue trim and is claimed to keep a complete meal hot for up to 6 hours or cold for up to 10 hours. The jars are individually packed in colour cartons. *Insulex Ltd, 124 Barlby Road, London W10 6BX.*

Opaline Charlie

Revlon will be introducing a new collection of colours to the Charlie make-up range in late September. These colours, under the collective name of Opaline nights, are said to "light up the after-



dark life." Flamed opal is the new colour for lips and has a matching nail colour. Sheer opal is also available for nails. For eyes once-a-day creamy shadow will be available in both burnished opal and sheer opal and Charlie real live blush in flamed opal.

Highlighting the collection is a new product introduction—Opaline glow. This is a gleaming pressed powder with, say Revlon, "just a hint of amethyst". They suggest that it should be used to "create special effects on the face and body, emphasising bone structure and curves". *Revlon, 86 Brook Street, London W1.*

Collection colours

New shades for autumn from the Collection by Elizabeth Arden include crimson and blaze lipcolour (£3.25) and nail colour (£3.25). Two new eyeshadow duos (£5.25) contain granite and soft peach and Gitane blue and mauve ash. Gitane blue and soft peach will also be available in eye shadow singles (£4.20) and highlighters (£5.75) will be in silvermist and gold mist. These new colours will be available for sales from October 15. *Elizabeth Arden, 20 New Bond Street, London W1A 2AE.*

Cantassium bread

A 100 per cent gluten-free bran bread mix has been introduced by the Cantassium Company. The pack (£1.35) contains enough mix to produce 2 x $\frac{3}{4}$ lb brown loaves. It will be marketed under the Cantassium/Rita Greer range as Cantassium bran bread mix. Unlike Cantabread, a white gluten-free bread mix, this product is not prescribable on the NHS. *Cantassium Co, 225 Putney Bridge Road, London SW15.*

Andrex colour Press campaign

The position of Andrex is now being strengthened by adding women's Press and television magazines to the consumer advertising schedule for the second half of 1979. Starting this month, a new theme campaign aimed at complementing the famous "puppy" television commercials will be appearing in *Woman's Own*, *Woman's Weekly*, *TV Times*, *Radio Times*, *Living*, and *Mother*.

The advertisements will be whole pages, in colour, and will take the form of a composite of three photographs taken from a family album where each picture illustrates one of the Andrex qualities—softness, strength and length. Advertising continues to be screened nationally. *Bowater-Scott Corporation Ltd, Bowater-Scott House, East Grinstead, West Sussex RH19 1UR.*

Access comb

The Access credit card comb (£0.50) is the latest addition to "from John's" selection of novelty combs. It is credit card shaped and accurately printed with the familiar red and green Access logo. It is supplied with a brightly coloured cord so that it can be hung round the neck and readily displayed.

Availability is in polybags of twenty five combs. Discounts are available on quantities of 500 and 1,000 combs, which may be made up with other "from John" novelty and fun combs. *John R. Associates Ltd, 49 High Road, Bushey, Herts.*

PRESCRIPTION SPECIALITIES

Calmurid solution

New stocks of Calmurid solution are now available in an improved plastic bottle. This is round in section as opposed to the flattened bottle. A three year shelf life has now been approved replacing the present two year life. This applies to all existing stock as well as new stock. *Pharmacia (Great Britain) Ltd, Prince Regent Road, Hounslow, Middlesex TW3 1NE.*

Femergin ampoules

Wander Pharmaceuticals will be discontinuing Femergin ampoules (ergotamine tartrate) when present stocks are exhausted. This is anticipated to be in approximately six months time. *Wander Pharmaceuticals Division of Sandoz Products Ltd, Horsforth, Leeds.*

Leading Lady



- Sunsilk Hairspray clear No. 1 in the total hairspray market with a 20% share.
- It's outsold every other hairspray for the last 7 years.
- Sunsilk is the most successful hair care range ever.
- Total range sales worth £21m at RSP in 1978.
- To keep it the No. 1 success story we're spending £1,350,000 on advertising this year.

Elida Gibbs  The brands that mean business.

COUNTERPOINTS

Vichy add dermatological cleansing bar to range

Vichy have added a dermatological cleansing bar (£1.85) to their pharmacy-only range. Formulated by the Vichy Laboratories in France this product is said to have all the cleansing properties of ordinary soap with none of the inconveniences. That is to say unlike ordinary soap the Vichy dermatological cleansing bar is non-alkaline; has, in fact, a slightly acidic pH similar to that of the skin, and so does not affect the balance.

The bar combines with calcium in water to produce only soluble salts which can easily be eliminated, says the company. Soap on the other hand often combines with this calcium to form insoluble salts which irritate the skin.

Other disadvantages of soap are that they can remove the skin's natural oil and lubrication causing dryness and where oily skins are concerned the harsh removal of sebum can result in increased activity of the sebaceous glands and thus cause spots. The cleansing bar however is said to have a gentle cleansing action and to contain a high proportion of oily substances to leave the skin feeling supple.

The company says that this product is suitable for all types of skin, but particularly the dry and delicate type and that it is ideal for all parts of the body. It will be available for sale from the end of August. *Vichy (UK) Ltd, 1 Hay Hill, London W1X 7HF.*

Shine promotion

The relaunch of Elida Gibbs' Shine spray-on conditioner in October 1978 has been an outstanding success, says the company. Sales in the first quarter of 1979 were double those of the corresponding period in 1978 and the brand has now achieved a 3 per cent share of the hair conditioner market. A special price-mark pack promotion is now being introduced with the 100g can of Shine available for £0.53p, £0.17½p less than the suggested retail price. Display outers similar to those used at the relaunch will also be available.

Shine spray-on conditioner was reformulated specifically to cope with combination hair—hair that is greasy at the roots and dry at the ends. This concept has been supported by a £55,000 women's Press campaign since the autumn. *Elida Gibbs Ltd, PO Box 1DY, Portman Square, London W1A 1DY.*

Denney gold

Frances Denney fashion shades for autumn are threaded through with gold. The company says that the autumn colour spectrum is one of sombre, darkened shadows through which gold metallic accents give warmth and life.



A new product in their range to help achieve this look is the face accent in creamy bronze or gold.

Other new colours are crystal violet, golden khaki and midnight lapis in moisture silk eye colour and smoked amethyst and golden honey in sheer and natural automatic eye colour. Cheeks will this coming autumn be coloured with golden cranberry in incandescent cheek paint. Antiquated rose and wine berry lasting creams, burnished reds and cassis lasting frosts are new moisture silk lip colours and golden rose the latest truly natural lip gloss with allantoin and a sunscreen. *Frances Denney, 9 Motcomb Street, London SW1.*

Blue-red Arden

Elizabeth Arden's story for autumn centres around "the birth of the blue-reds". The new colours for this look include a new shade of Believable Colour foundation in gentle beige (£0.75) and neutral beige invisible veil powder (£2.95). Torchsong colour veil for the cheeks (£3.75) starry eyes and roseland silky eye shadow (£1.95) and blue jazz red lip-colour with jazz shine glossover (£1.35 each) and blue jazz red nail lacquer (£1). *Elizabeth Arden, 76 Grosvenor Street, London W1A 2AE.*

Muppet rights around the world

Fassett and Johnson, who have been manufacturing and distributing their Muppet toiletries throughout the UK and Europe, have now obtained the world rights to sell the popular puppet characters. The company was granted the world rights for their success with, and their sympathetic treatment of, the Muppet characters. In addition Fassett and Johnson are said to be one of the few companies with the skills and technology to manufacture such faithful reproductions of the characters in question. *Fassett & Johnson Ltd, New Road, Winsford, Cheshire.*

Houbigant changes

Houbigant are making available a hand-bag size perfume spray of Essence Rare in a suede pochette (£6.90). There is also a price promotion offer during July and August to encourage consumer trial of Essence Rare—the eau de parfum spray will be available for £2.35 (normally £3.50).

The company have added a deodorant antiperspirant roll-on (50ml £1.50) to their Houbigant Musk range. *Houbigant Ltd, Balcombe Road, Horley, Surrey.*

Outdoor Girl shades

Outdoor Girl are taking 5p off their eye pencils. For a limited period only these eyebrow shaping pencils available in black or brown will be sold for £0.27.

The company are also launching their autumn shades under the theme "shady lady" to complement that season's feminine fashions. Soft eye shades (£0.79) will be available in oyster, slate, coffee, peppermint and pewter; blush-a-creme duo (£0.89), two creme blushers, one matte, one pearl in natural glow and rose pearl or tawny glow and russet pearl; soft lip shades (£0.79) in flame, brandy, heather, strawberry and watermelon and lip glossers (£0.40) in glacé clear, glacé cherry, wine, coffee, plum and gold. Also new for autumn are two shades of super cover nail polish—cardinal and black cherry. *Outdoor Girl Cosmetics, Surbiton, Surrey.*

Natural disco

Autumn colours for the Natural Wonder range from Revlon include razzle dazzle raspberry, midnight magenta and dancing lilac in Supershine lipstick and Super nail hardener. As a special offer both products in these "disco bright" colours are available at a price of £0.99 for the two. *Revlon International Corporation, 86 Brook Street, London W1.*

Azzaro offer

A tablet of Azzaro complexion soap (£4.85) in a travel container will be given free with any purchase of Azzaro eau de toilette in a choice of four different sizes (from £8.50). *Distributors: Eylure Ltd, Grange Industrial Estate, Llanfrehfa Way, Cwmbran, Gwent.*

Gres sprays

During July and August, Parfums Grès are making available 1oz eau de toilette sprays in Cabochard, Quiproquo and Grès pour homme. These special sizes are available in display outers of twelve, and retail at £2.95, £2.50 and £2.25 respectively. *Ocuture Fragrances Ltd, Spur Road, Feltham, Middlesex.*

Finest Supporting Performance



- Harmony is the No. 2 in the total hairspray market.
- Harmony hairspray has gained and maintained a 16% market share.
- Harmony is the fastest-growing hair care range.
- Total range sales worth £14m at RSP in 1978.
- To keep it such a success, we're spending £1 million on advertising this year.

Elida Gibbs  The brands that mean business.

Nobody was they're going

When someone buys a bottle of aspirins, you know they've got a headache.

When someone buys a packet of contraceptives, you also know why they want them.

This fact alone makes six out of every ten men and women in Britain feel embarrassed or awkward about asking for something they really need.

Nobody wants you to know what they're about to do. And frankly it's nobody else's business.

With all this very much in mind, we've developed a Family Planning Centre that makes buying contraceptives as easy as people would like it to be.

The Centre holds our three different Horizon contraceptive sheaths: Stimula[®], Tahiti[®], and Conture[®].

(The first contraceptive sheaths to provide your customers with a desirable alternative to you know who.)

As you can see, it also has space for Durex[®] Protectives and related items such as creams and foams.

With our Family Planning Centre in your shop, your customers can make their choice, pay and leave without even mentioning the word contraceptive.

Being highly visible, people may also buy them on impulse.

nts to admit to make love.

Your sales of contraceptives will increase and could easily double.

And when you think about how much profit lies in just one packet of contraceptives, our Family Planning Centre really amounts to something.

For a free Horizon Family Planning Display Unit, write to Chefaro, Crown House, London Road, Morden, Surrey SM4 5DZ.

Or telephone (01) 542 3402 and ask to speak to Sue Collyer. She's waiting for your call.

Alternatively you can get in touch with your local Chefaro representative.



Horizon Contraceptive Sheaths

COUNTERPOINTS

August offers from Unichem anticipate a summer boom

In order to reap the benefits of the rush on toiletries for summer holidays this year, Unichem has produced a list of 43 products including nine specially selected lines which will be on offer from August 1-15. The remainder of the list will be on offer from August 13-30. Both offers are available exclusively to Unichem shareholding members. The first list includes: Batiste dry shampoo and shampoo; Brut 33 after shave and Brut 33 Rollerball; Dr Whites 10s; Elnett hairspray; Feminax; Radox salts and SR toothpaste.

The second, on offer from August 13-30 includes: Allfresh Clean-ups; Born Blonde lightener & colourants; Camay bath soap; Creme Silk; Crest toothpaste; Dextrosol; Duracell batteries; Elasto-

plast spools; Euthymol toothpaste; Germoloids suppositories and ointment; Gillette disposable razor; new Gillette Gil cartridges 10s; Harmony hairspray; Head & Shoulders; Johnson's baby oil and Johnson's shampoo; Kotex Soft 'n Sure 10s; Libresse Pennywise 10s; Listerine; Palmolive shave cream; Poligrip and Super Poligrip; Rapid Shave; Revlon ZPII medicated shampoo and Revlon Flex shampoo; Right Guard antiperspirant, deodorant, double protection; Savlon antiseptic liquid; new Slender banana flavour; Steradent tablets, new Steradent Deep Clean tablets and Steradent powder; new Tufty Tails super night-time; Wella conditioner and Wella hair set. *Unichem Ltd, Crown House, Morden, Surrey.*

Tom Caxton sponsor Himalayan climb

Tom Caxton are sponsoring an attempt this autumn to climb the unconquered 22,000 ft Bramah II mountain—technically one of the world's most difficult peaks—in the Himalayas. The expedition is being featured in an on-pack competition offering five free weekend places for two at a country hotel in Wales to meet members of the expedition after their attempt and to see a film preview of the expedition. Competitors have to suggest an appropriate name for the Tom Caxton beer brewed on the expedition. Members of the team will carry out the judging.

Tom Caxton are offering nominated

children 500 postcards posted from the base camp in the Himalayas and signed by members of the expedition, and 500 runners-up prizes of the Tom Caxton Book of Home Brewing signed by the team. *Reckitt & Colman Products Ltd, Dansom Lane, Hull HU8 7DS.*

Cabochard special

To mark the 20th anniversary of the creation of Cabochard, Parfum Grès have created a limited edition of their 1oz perfume. Presented in an elegant hexagonal black acrylic, presentation box, the famous bottle with its velvet bow, is recreated in crystal. The limited edition will be available in September (£52.50). *Ocuture Fragrances Ltd, Spur Road, Feltham, Middlesex.*

Factor enticers

Consumers buying a special pack of Factor for Men aftershave and talc or cologne and talc are being offered a free paperback book from a list of five best-sellers. The offer is valid until October 31, 1979.

Max Factor are also offering purchasers of Just Call Me Maxi a chance to enter a competition. Entrants have to answer four questions printed on the entry form acquired with the large cartooned bottle of Just Call Me Maxi and then describe in not more than 12 words why the product will help them to "hit the heights". The competition closes on August 31 and the first prize is either a week for two in Paris or two weeks for two in Blackpool. *Max Factor Ltd, 16 Old Bond Street, London W1A 3AH.*

Babe offer

Fabergé are offering Babe bath powder at half price (£1.95 instead of £3.95) once again this summer. The promotional drum of powder is uncartoned. *Fabergé Inc, Ridgeway, Iwer, Bucks.*

Free extra J cloths

Johnson & Johnson are launching a summer promotion on J Cloths of a free extra cloth on a special pack of 6s and two free extra cloths on a special pack of 12s. *Johnson & Johnson Ltd, Slough, Berks SL1 4EA.*

Sevilan distributors

Placentubex Cosmetics including the Sevilan range by Merz & Co of Frankfurt are now available direct from *Sestri (Sales) Ltd, Kingsend House, 44 Kingsend, Ruislip, Middlesex.*

ON TV NEXT WEEK

Ln—London, M—Midlands, Lc—Lancashire, Y—Yorkshire, Sc—Scotland, WW—Wales and West, So—South, NE—North-east, A—Anglia, U—Ulster, We—Westward, B—Border, G—Grampian, E—Eireann, CI—Channel Island.

Alberto Balsam: Ln, M, Y, Sc, So, NE, We, B, G

Amplex antiperspirant: M, Lc, Y, NE

Anadin: All areas

Bisodol: Lc, So

Crest: All except U, E

Johnson's baby lotion: Ln

Johnson's baby oil: Sc, WW, So, NE, A, We, G

Silvikrin hairspray: All except E

Super Poligrip: Lc, Y, WW, NE, U, We, B, CI

Odor Eaters: All areas

Oil of Ulay: All except E, CI

Orbit: All areas

Wet Ones: All areas

Wondra: Y, NE

Zest: M, Lc, Sc, B



Mr Charles Bradley MPS (second from right), manager of McCabe and O'Brien of Bread Lane, Liverpool receives air tickets for a two-week holiday for two in Australia from Mr Ian Nicholas, marketing manager of Unipharm Ltd. Mr Bradley was winner of a national competition for retail pharmacists which formed part of a recent nationwide promotion of Slimgard. He also received £500 in cash. Also in the photograph are Mr Bernard Sparling (left), general manager of Pharmagen Ltd, who distribute Slimgard in the UK and Mr Seamus McCabe MPS, owner of the pharmacy

IT'S REALLY GREAT SHAKES.



Cussons Baby Powder is back. And, for the first time, it's being widely advertised right across the women's and mother & baby press.

It's back in bright new, baby blue packs. It's back in three convenient sizes.

Each size is less expensive than many other brands – including the market-leader. And the largest size is a really amazing saving for your customers.

Everybody trusts the name Cussons. That's why for babies, for mothers – and especially for you – Cussons Baby Powder really is great shakes.

Cussons Baby Powder.





**Now you can
pull blondes as**

The Melody hair colourants you kept before were for brunettes. So no blondes ever came in asking for Melody.

But soon your shop will be full of them, after your new blonde Melody hair colours.

They'll be lured in by £600,000-worth of advertising and the new packs with the special display trays you got to put them in.

There won't just be blondes, either.

There'll be redheads and brunettes, after their own new Melody colours.

They'll all have seen the TV campaign telling them that Melody is now permanent hair colour in 12 beautiful shades.

So put your best suit on.

They're going to be after you.

well.



LIGHT ASH BLONDE, HONEY BLONDE, DARK ASH BLONDE, SOFT LIGHT BROWN, TRUE LIGHT BROWN, NATURAL BROWN, TRUE AUBURN, COOL MID BROWN, TRUE MEDIUM BROWN, DARK WARM BROWN, TRUE DARK BROWN, RICH DARK BROWN

**Relief
at their
fingertips-**

**profit
at yours!**

Your recommendation has helped to make Bonjela a household name for speedy and lasting relief of mouth ulcer pain in adults and teething problems in babies.

Ease of use — just enough Bonjela to cover a fingertip applied to the trouble spot — and action within three minutes lasting for up to three hours will ensure satisfied customers and healthy repeat business for you.

bonjela[®]

fingertip relief for mouth ulcer pain
and infant teething problems



Oral hygiene

Steady growth in toothpastes

The toothpaste market is one of the largest, £56 million in 1978 based on retail prices, and comparable to the shampoo market. There is a steady volume growth of about 3 per cent per year yet there is room for much more expansion. In the USA, 36 standard tubes of toothpaste are used per person per year and the West Germans use 24 tubes. Yet in the UK the average consumer buys only 14 tubes a year. However, as dental education increases, particularly in schools, and younger people use more toothpaste than do the older generations, the opportunities for market growth should be realised.

How will that affect chemists? According to AGB market figures chemists, including drug stores, held a 29 per cent sterling share in 1978 compared with grocers' 56 per cent. Over the four years from 1975-78 independent chemists rose from a 9 per cent to a 12 per cent share of total market, whilst independent grocers shrunk from 11 per cent to 8 per cent. Multiples of both types expanded significantly over the same period.

Significant tool

Toothpaste has become a significant tool in competition between multiples particularly within the supermarket groups. Consumers are price sensitive and consequently the multiple grocers have gained. Yet independent chemists could compete on service together with some price promotion using bulk buying or wholesalers' offers. Different television advertisements based on dental health claims must cause confusion to consumers—where better than pharmacies to get advice. At the same time, related sales could be made by advising on toothbrushes and other oral hygiene aids.

A significant trend over the past few years has been towards larger sizes. In 1975, 19 per cent of sales were for standard tubes and 15 per cent for family; by 1978 only 11 per cent were for standard and 20 per cent were for family. Consumers are seeking better value for money. The Price Commission noted in its recent report on toothpastes that a single pack in a larger size is often cheaper (price per ml) than a double (banded) pack—a frequent form of promotion.

Brand shares were affected by the

distribution problems during this winter's lorry drivers' strike. Premises were picketed and goods and ingredients were held at docks etc. Those who could, distributed; those who could not, suffered.

Elida Gibbs, for example, claim a 22 per cent total sterling share for 1978, but 16 per cent for March and April, and 19 per cent for May during 1979. Similar consideration of Signal, one of their leading brands, shows 10 per cent in 1978, and 7 per cent, 8 per cent and 9 per cent for the 1979 months. In May, Signal was relaunched with a pack modernisation and a change of formulation to a smoother paste with better flavour impact. Signal's brand manager, Mr David Steele, says children need encouragement to brush teeth and in consumer trials they preferred new Signal to any other major brand. Given that mothers with children account for 60 per cent of toothpaste sales, it remains to be seen what effect the relaunch has on Signal's brand share. Elida Gibbs are supporting the relaunch with £1 million of advertising including television, children's comics and dental journals.

Colgate-Palmolive, from independent audits, claim a third share (by volume) of the market with their brands—25 per cent for Colgate Dental Cream and 8 per

cent for Ultrabrite. Dentifrice product manager, Ms Anne Miles, says the shares reflect the support given to the brand. The message "fewer fillings by using Colgate with MFP fluoride" is continued in the latest television commercials. Ultrabrite is claimed to be brand leader of the cosmetic sector (CDC is leader of therapeutic and total) reflected by promotion to younger females.

Beecham, remaining fairly quiet at the moment, claim a fairly modest second brand leadership for Aquafresh which is being supported by national television advertising using the "crunch" commercial.

Shares for the other main brands are estimated at 18 per cent sterling (20 per cent volume) for the two Macleans products, 8 per cent (8 per cent) Aquafresh, 9 per cent (7 per cent) SR, and 11 per cent (12 per cent) total Procter and Gamble.

Pearl drops tooth polish has become a £1m plus brand, according to Carter-Wallace, sales having risen by 25 per cent in 1978. Support for the product includes a current £100,000 Press campaign with all major women's magazines, using the theme "Beauty on your toothbrush." There is also a coupon promotion offering 5p off the next purchase.

Opportunities in toothbrushes

The £15 million toothbrush market also has much potential for expansion. The aim should be four brushes per person per year—over 200 million units. This would require a four times growth from the current estimate of 45m to 50m, itself an increase from 36m units in 1973.

For chemists the best opportunities lie in the professional sector—defined by Cooper Health, makers of Oral B, as "acceptable to the dental profession". Sales in this sector are around 13m units annually—a 28 per cent share. In monetary terms, professional brushes account for about 40 per cent of the market because they cost up to 50 per cent more than "ordinary" brushes. The professional brushes also need replacing more often. Chemists hold about 80 per cent of this sector but only 50 per cent of the "ordinary" market, where price competition is fiercer from supermarkets.

However, Cooper Health, estimate 20 per cent of chemists do not stock professional brushes. Professional brushes are usually recommended by dentists and this can be reinforced by chemists' advice to customers. Improved display together with attention to the benefits of professional brushes will increase sales and profits for chemists, but far more important will help educate the public.

In support of their Sensodyne brushes, Stafford Miller employ a team of dental nurses which calls on dentists. To reach consumers that rarely visit the dentist, the Sensodyne Searcher is advertised in such magazines as *Woman* and *Radio Times*.

Nicholas Laboratories say they are maintaining substantial sampling of their Interdents products to dentists. They are also one of the manufacturers sponsoring the "Remember your teeth" campaign—

Continued on p119

Oraldene[®] MOUTHWASH

now even easier to recommend

Widely recommended by pharmacists, frequently prescribed by doctors. Oraldene, the pleasant-tasting, effective mouthwash so many of your customers know already.

Now, our new 100 ml. size makes it even easier to recommend this established product. We suggest that you sell the 100 ml. size (r.p. 51p) for trial purchases, and the 200 ml. (r.p. 84p) as an economy pack. There's a good profit on both sizes.

Order now from your Warner P-D Representative or ring Sales Order Control at Pontypool (049 55) 2468.



Oraldene[®] MOUTHWASH
Oral hygiene for all

Plaque disclosing emphasis in dental health week

Colgate-Palmolive are sending chemists a poster emphasising the value of plaque disclosing tablets. The poster is part of the National Dental Health Action Campaign to be held September 24-29, and supported by dental organisations and manufacturers.

The campaign will feature Press, radio and television coverage, and will include prizegiving for a schools' painting competition currently in progress. The poster is also being sent to schools, libraries, dentists and area health authorities. In addition to participating in the NDHA week, Colgate, through their Hoyt subsidiary, run an advisory service to dentists and produce educational material for waiting rooms.

A pharmacy window displaying the winning posters in last year's National Dental Health Action Campaign. Pharmacists wishing to include copies of the 1979 winners in a display should contact Mr David Alldrick, Counsellor Public Relations, Red Lion House, High Street, High Wycombe, Bucks

SHOCK DISCLOSURES!

Most people's teeth are never really clean even when they brush them. Why? Well there's a sticky film of germs which grows on everybody's teeth called plaque and it's very difficult to see. If plaque isn't removed properly it can cause gum disease and tooth decay.

How can you remove plaque if you can't see it? Chew a disclosing tablet before you clean your teeth. Disclosing tablets show up the plaque on your teeth so that you can brush it away.

USE DISCLOSING TABLETS
HELP PROTECT YOUR
TEETH AND GUMS

Ask your chemist or dentist for further details



Toothbrushes

Continued from p117

a pilot education project in the Avon area. A report of the year long campaign is expected soon and should lead to a national extension. Nicholas produce the "Johnny goes to the dentist" leaflet designed to allay the fears of going to the dentist as well as providing oral hygiene education. For Interdens brushes, Nicholas have introduced a new counter top display. Chemists taking the stand filled with 36 brushes and 36 back-up stock will be offered a bottle of Piesporter wine.

Addis, whose founder is acknowledged to have invented the modern toothbrush in 1780, encourage research into preventive dentistry with their annual Wisdom Dental Health Awards. Another first claimed by the company is the toothbrush designed in consultation with dentists. Support for their brands includes bus and poster campaigns, "ethical" and trade advertising, and the Amazing British Invention campaign.

Among electric toothbrushes, Pifco are adding a high performance battery-operated model to their Broxodent range in the autumn. No details are being released yet.

Activity in denture cleanser market

To help chemists increase their 15 per cent share of the £18 million denture cleanser market, Bayer UK Ltd consumer products group has secured distribution rights of Superdent, manufactured by E. R. Holloway Ltd. Bayer say that in recent years chemists have been losing out to grocers, with large multiples taking advantage of bigger and better bonuses offered by brand leaders.

Believing chemists should enjoy far better sales than they do, Bayer intend to offer deep price cuts, giving the chance to promote at own label price.

At 42p for 30 tablets and 40p for 200g of powder, Superdent in red, white and blue package, is cheaper than other highly-promoted products in the market, says Mr Charles Lee, the Bayer product manager, and "the chemist makes a bigger percentage profit with Superdent".

Another innovation to the denture cleansing market is Reckitt's low pH tablet, Steradent Deep Clean.

Intended to remove problem stains, the product is receiving £400,000 on advertising support during the first four months of launch. There will be 70 million 5p off coupons in Press and magazines and direct consumer sampling. Colour advertising breaks in general interest and women's magazines during August and will be followed up by a black and white campaign in the national Press. A television advertising test will be conducted in Yorkshire.

Concurrent with the introduction of Deep Clean, Steradent is being re-launched, to provide a unified range of dental care products.

Denclen holding own

International Laboratories Ltd say Denclen cleaner continues to hold its own with about 14 per cent of the chemists' market. The 100ml size (£0.64) has been introduced to conform with EEC requirements, but is in a taller carton with a brush cover for extra hygiene and to avoid evaporation. Denclen will be spending over £200,000 in Press advertising during the year. Denclen denture fixative powder will also benefit from an all-year-round advertising campaign.

Dr Pierre's returns after two years

Dr Pierre Eau Dentifrice is again available after an absence of two years. There are three sizes, 57ml (£1.24) 114ml (£2.08) 170ml (£2.54) and the mouthwash contains vegetable essences and alcohol. *Henri L. Jaccaz & Co, 32 Shaftesbury Avenue, Piccadilly Circus, London W1.*

PROBLEMS AND

by A. Li Wan Po, BPharm, PhD, M

A large proportion of the products promoted for oral hygiene are sold through pharmacies. It is unfortunate however that the subject is an area which is much neglected in the pharmacy curriculum. The products available are intensely advertised and the area is one in which the pharmacist is feeling increasingly vulnerable. Here an attempt is made to examine the conditions generally considered under oral hygiene and the preparations which are promoted for prevention and relief.

The mouth

Chewing food stimulates reflex secretion of saliva and the lubricated particles are then propelled into the oesophagus. In man, there are three pairs of salivary glands. The parotid glands secrete about 25 per cent of the total (1 to 2 litres daily) salivary secretions, the submaxillary glands contribute about 70 per cent and the sublingual glands, the remaining 5 per cent. The secretory process is under neuronal control and atropine and other cholinergic blocking agents reduce the salivary secretions. The constituents of saliva (pH about 7) include salivary α -amylase and mucin, a glycoprotein. Proper reflex salivation by chewing is important for swallowing and edentulous patients find difficulty eating dry food (1).

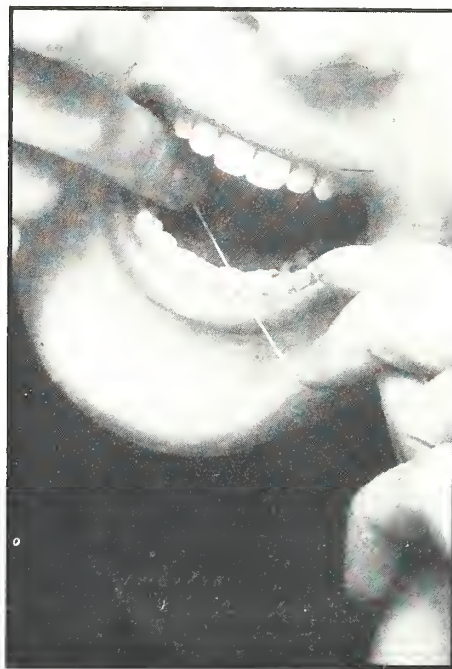
The tooth

Although totally preventable the tooth is perhaps the commonest source of problem in the mouth. The visible part of the tooth is known as the crown and the root extends below the gingiva (gums) to anchor the tooth. The outermost layer of the tooth, the enamel, is made up of hydroxyapatite, a calcium compound and the root is layered with cementum by which the tooth is held in position. The gingiva normally extend beyond the cementum-enamel junction and help protect the vulnerable part of the tooth.

Tooth decay

A layer of salivary glycoproteins is deposited on the enamel a few hours after thorough cleaning. The pellicle then acts as a trap for bacteria and their products, fungi, desquamated epithelial cells and food debris. If they are not removed by brushing a more resistant bacterial plaque is formed. Calcification of the plaque leads to calculus formation which can usually only be removed by scaling and polishing by a dentist.

The pellicle, plaque and calculus act as recipients for extrinsic stains. Agents responsible for stains are numerous and include bacteria, nicotine, and stannous chloride found in some toothpastes (2,3). Various food ingredients such as coffee,



turmeric, liquorice, cola drinks and iron preparations are also responsible.

The discolouration is cosmetically unacceptable and is a motivating factor for oral hygiene. Plaque and calculus produce more serious problems. They are made up to a large extent of acid producing bacteria and act as a reservoir for the acids produced. In the presence of fermentable carbohydrates, including sugar, corrosive acids are produced and the damage they induce eventually shows up as caries. The first sign of caries is often a change in the colour of the affected teeth resulting from demineralisation of the tooth structure. Subsequent darkening generally indicates that the teeth are irreversibly damaged because enamel is non-vital and once it is damaged does not repair itself.

Sugar is widely accepted as being the main dietary factor in the causation of dental caries and sucrose is perhaps the most cariogenic of the sugars (4). The form in which the sugar is eaten and the frequency of eating have a bearing on its cariogenic potential (5,6) in that sticky forms and frequent eating are more damaging. The volume and cohesiveness of plaque may also be altered indirectly by a carbohydrate diet of sucrose (7). There is evidence that in the presence of sucrose but not glucose some bacteria form extracellular dextran and levan.

The cosmetic appeal of healthy teeth is strong. However, much attention has been placed on the hard tissues of the teeth and the gingiva have tended to be neglected although periodontal disease is the main cause of tooth loss in adults.

It has been estimated that by the age

of 45 most people suffer from periodontal diseases. Perhaps the most important conditions in the present context are gingivitis and periodontitis. Gingivitis is characterised by inflammation and discolouration of the gingiva. In gingivitis, supragingival plaque is observed. If not removed, the plaque progresses into the tooth and gum margin to form what is known as subgingival plaque. Eventually, supporting fibres disintegrate, periodontal pockets are formed and bone resorption follows. Lack of good oral hygiene is known to be linearly related to the occurrence of periodontal disease although the exact mechanisms involved appear to be complex.

When calculus is in contact with oral tissue, inflammation generally results and various microbial antigens including the mucopeptide layer of the cell wall of Gram positive bacteria, endotoxins and proteins may be involved in initiating the inflammatory process (9). Plaque and calculus formation must be controlled.

Toothbrushing

Toothbrushing is the most effective way of doing this and it is therefore useful to examine it in some detail. A claim (10) that toothpaste is not necessary for proper oral hygiene recently gave rise to much debate and probably arose as a reaction to the heavy advertising of toothpastes. There is indeed evidence (11) to show that satisfactory cleansing of the teeth can be achieved by the use of a toothbrush alone. A well formulated toothpaste however is a big incentive for toothbrushing. For the same effort, addition of a toothpaste probably improves toothbrushing efficiency and slows down or prevents the formation of stained pellicles (12).

Manufacturers have invested a lot of effort in the design of toothbrushes and, not surprisingly, claims that particular types are better than others have been made. Nylon and other synthetic bristles have generally superseded natural bristle toothbrushes because of their greater durability. Although electric toothbrushes and various toothbrush designs have been claimed and shown to be more effective than others in plaque removal (13, 14) the evidence is not generally accepted, and there are claims that except for the physically handicapped, conventional toothbrushes are as effective as electric brushes (15).

In one study, textured bristles were shown to produce better results (14) while in another, multi-tufted toothbrushes were said to be superior (16). On the whole, however, it would appear that the benefit is only marginal. The

THEIR RELIEF

Department of pharmacy, Aston University

optimum stiffness for the bristles is difficult to define and there is probably not an overall optimum. The best is probably that which the patient prefers. The optimum frequency of toothbrushing is also subject to much discussion. While more frequent toothbrushing leads to better plaque control and less periodontal diseases (17) a twice-daily routine is adequate for maintaining oral health (18). The optimum timing is probably after breakfast and before retiring.

Toothpaste formulation

Toothpastes are complex formulations of various active ingredients. Objective assessment of their performance in humans is difficult and currently most of the information available is only semi-quantitative at best. The role of fluoride in preventing dental caries has been extensively investigated and it is generally accepted that it does reduce the incidence of caries.

Several fluoride compounds are patented and all have a useful caries-reducing property. There is still much debate about the best method of administering it. Various professional bodies, such as the Royal College of Physicians and the World Health Organisation, recommend fluoridation of water supplies when these have levels below 1mg per litre although the practice is not generally accepted.

The beneficial effects of fluoride are lifelong although they tend to decrease with age. This has led to the argument that fluoride only postpones rather than prevents caries. Fluoride has been said to cause various toxic effects but the only two which have been shown conclusively are dental mottling and fluorosis of the bones (20, 21). These are however not usually observed at fluoride levels below 4 mg per litre.

In topical preparations the bioavailability of certain fluorides is better, and reported clinical trials show that stannous fluoride, sodium monofluorophosphate and amine fluoride are among the most useful (22). The efficiency of topical sodium fluoride has been questioned (23) but there is evidence to show that the problem could be one of formulation and delivery rather than lack of inherent activity (23).

All fluorides probably act by improving the acid resistance of enamel by reacting with it to form fluoroapatite and calcium fluoride (24, 25). It is also possible that fluoride may possess some antibacterial activity and helps in the remineralisation of enamel (26). Sodium monofluorophosphate is weaker than stannous fluoride but causes less staining

(27). A survey of the toothpastes on the market show that sodium monofluorophosphate is the commonest ingredient (0.76 per cent in Ultrabrite, Colgate; 0.8 per cent in Signal 2, Aquafresh, Close Up, Macleans, SR Gibbs, Punch and Judy and Flintstones; Crest is an exception with stannous fluoride 0.4 per cent).

In order to impart cleansing properties, an abrasive is normally added to the formulations. Materials which have been used include calcium phosphate, pyrophosphate, carbonate and silicate, zirconium silicate, precipitated silica, titanium dioxide, polyethylene, silica gel and sodium magnesium aluminium silicates. Zirconium silicate is one of the most abrasive, polyethylene one of the least and silica lies in between. There is evidence to show that a high abrasivity can lead to persistent scratches and the optimum abrasivity is still ill-defined (29). Some believe that abrasives are unnecessary although it has been shown that extrinsic staining can be a problem with toothpastes of low abrasivity (30).

A surfactant is usually added to improve the cleansing properties of toothpastes and sodium lauryl sulphate and sodium-N-lauryl sarcosinate are common examples.

Several formulations are promoted for sensitive teeth and two ingredients used are formaldehyde (Emoform) and strontium chloride (Sensodyne). The available evidence shows that any activity they may have is only marginal. Fluoride containing toothpastes may be as good or better (31).

Chloroform was at one time almost a universal ingredient of toothpastes. Current apprehensions about its safety has led to its gradual phasing out and it is no doubt a matter of time before it becomes obsolete. This is a useful development since it has been associated with oral inflammation, ulceration and necrosis (31A).

Additional techniques

Even people with wide interdental spaces may find it difficult to achieve satisfactory removal of plaque with toothbrushing alone. Dental floss allows access to these areas and is being increasingly recommended by dentists although care must be exercised to ensure that damage to periodontal structures is not inflicted by improper use. Gentle insertion is essential. Dental floss is not recom-

Continued on p123



Courtesy of Pifco

The day a baby acquires its first teeth it could start to learn a new habit, Oral-B. A good habit to last a lifetime. Because Oral-B have the only complete range of professional toothbrushes to cater for every member of the family. All scientifically designed by dentists for thorough plaque removal and gentle gum stimulation.

Oral-B toothbrushes have small heads of gentle round-tipped, high quality nylon filaments, and are flexible to reach between crevices. And all have a straight handle to allow the careful guidance needed for the thorough brushing of teeth.



They come in six sizes. The Oral-B 2 Row for babies. Oral-B 20 for children. Oral-B 30 for adolescents. The Oral-B 35 & 40 are the toothbrushes most highly recommended for adults by dentists. While the Oral-B 60 is for customers who prefer a larger brush – but most recommended for denture wearers.

Oral-B is the only complete range of toothbrushes fully endorsed by the dental profession. So doesn't it make sense to stock them? Ensure your customers stay with Oral-B – the world's largest selling professional toothbrush.

Oral-B

The world's first name in dental care

Oral-B. A habit they'll never grow out of.



Oral hygiene

Problems and relief

Continued from p121

ended for children since the interdental areas in children are often totally filled with gingiva (32). The same precaution should also be applied in the use of toothpicks which are particularly useful in loosening food debris trapped in the interdental areas.

Plaque disclosing agents, although potentially useful, suffer from the difficulty in motivating patients to use them. Plaque demarcation is also not as clear as can be expected unless the condition is severe. Erythrosine sodium is the most common dye used and is available as a chewable tablet (Ceplac and En-De-Kay).

Because plaque is essentially of microbiological aetiology, it is not surprising that much effort is currently being devoted to the search for effective antibacterial agents for its inhibition. Current knowledge of oral microbiology is, however, still inadequate to enable the rational design of these agents. Chlorhexidine has, however, shown some promise (33, 34) although it seems to be an expensive way of controlling plaque formation.

Dextran produced by certain oral bacteria is thought to aid in the localisation of the bacterial mass on the tooth surface and provides the rationale for the use of dextranase mouthwashes, and some positive results have been reported (35). Chelating agents have also been used for decalcifying and removing calculus but this practice has neither been shown to be effective nor safe. Although a recent report (35) claims that volatile oils may be useful anti-plaques when formulated as mouthwashes this is not generally accepted (41).

Toothache

Poor oral hygiene eventually leads to toothache and requests for OTC treatment are common in general practice pharmacies. Patients, quite rightly, generally seek such treatment only as a temporary measure until a dentist can be seen. Clove oil and various other tinctures based on it are available for topical application to the affected tooth. The main constituent of clove oil is eugenol which is said to be irritant, rubefacient and slightly analgesic (36). Contact dermatitis to eugenol has been reported (37). Local anaesthetics promoted for toothache may be useful in some cases although oral analgesics are usually to be preferred. Sometimes patients claim a better response to one particular product. This could have a rational explanation, through our better understanding of the link between placebo analgesia and endorphins (38).

The use of topical aspirin for relieving

toothache persists but should be discouraged because of the possible acid induced irritation to both the enamel and the gums. In addition, topical aspirin has not been shown to have any analgesic activity.

Dentures

Just like teeth, dentures are subject to plaque and calculus accumulation and need to be cleaned. One of the most efficient ways is by brushing. Overnight soaking in one of the proprietary denture cleansers which contain detergents, oxidising agents such as peroxides and perborates, bleaches and chelating agents will facilitate brushing. Dentures are more resistant to chemical attack than are teeth because of their acrylic resin base. Teeth are more resistant to physical abrasion and denture cleansers generally contain weaker abrasives than tooth-pastes.

The number of people who use denture adhesives probably far exceeds those who genuinely need them. The biggest misuse is for holding dentures which should be adjusted or reconstructed. Uneven support and acceleration of alveolar bone tissue resorption may result (40). Karaya gum and cellulose esters are common ingredients while white soft paraffin is used as a base in some pastes.

The use of denture cushions is generally to be discouraged since dangers associated with their use include jaw-joint pain, denture distortion, bone resorption and bite problems (41). Their use should only be temporary because long term use may lead to tumours (42).

It is also worth noting that patients with partial dentures have a higher susceptibility to dental disease because of increased plaque formation (43) and insertion of appliances such as palatal prostheses can have a marked effect on certain bacterial populations (44).

Drugs

Pharmaceutical formulators have tended to neglect the cariogenic potential of their products. Chewable tablets with high sugar contents, for example, are still available. It is to be hoped that in future, formulators will take this into account. Some drugs decrease salivary flow rates or give the sensation of a dry mouth, as a side effect. Lithium carbonate is an example and has been associated with an increased incidence of caries (45). To overcome the sensation of dryness some patients suck sweets or have drinks with high sugar content and these may account for the observed effects (46). Antihistamines and anti-muscarinic drugs such as propantheline, poldine, dicyclomine and the belladonna alkaloids can also be expected to induce dryness of the mouth as may methyl dopa, the tricyclic antidepressants and many other drugs. The danger illustrated by lithium is therefore shared by all of them.

Various drugs are also known to cause both intrinsic and extrinsic stains. Tetracyclines bind to teeth and should therefore best be avoided in children below 12 years of age. Nicotine, besides causing persistent extrinsic stains, also accelerates calculus formation. Chlorhexidine, although potentially a useful anti-plaque agent, produces a tenacious coloration of the teeth. Deposition of black iron sulphide can result from iron in liquid formulations while PAS leads to a yellow-brown discoloration, and eugenol stains exposed dentine.

Miscellaneous conditions

Other common conditions associated with the oral cavity include ulcers and halitosis (bad breath). Mouth ulcers were covered at length in a previous C&D oral hygiene feature (47). The origin of bad breath is often not easy to pin down and treatment is therefore not easy. Halitosis may be associated with oral and upper respiratory tract infections and may follow the consumption of certain foods and drugs. When of oral origin, and when associated with poor hygiene, toothbrushing is the best possible treatment for bad breath despite the numerous specialised mouthwashes that are promoted for combatting it. Mouthwashes that are predominantly antibacterial only produce transient results. In one interesting study (48), a zinc containing mouthwash was shown to produce a significant reduction in the content of volatile sulphur compounds in breath and the mode of action may be inactivation of thiol groups. Sucrose-free scented sweets are often promoted for stopping bad breath and although they are sometimes useful initially, they are often nauseous and their activity, if any, is never sustained. Chlorophyll was at one time claimed to have deodorising properties but it has now almost disappeared from toothpaste formulations. Halitosis is an elusive condition. Currently, toothbrushing may be the best approach for control, and a zinc-containing toothpaste may be an advantage. It has been suggested that exercise in open air is helpful and may certainly be worth a try by those who maintain good oral hygiene but still suffer from halitosis. It has to be remembered that even the most scrupulous in terms of oral hygiene may still occasionally suffer from bad breath.

Conclusion

It is surprising that a large number of us, albeit subconsciously, accept the inevitability of losing our teeth on growing old. While it is easy to convince people that maintaining good oral hygiene is beneficial, motivating them to do so is extremely difficult. The most effective way of doing this is probably through education. As we have seen, various approaches are available for protection

Continued on p160

Oral hygiene

Problems and relief

Continued from p159

against tooth loss and these include topical and oral fluoride to increase tooth resistance, control of diet and control of the oral microflora. The last approach holds much promise but progress is likely to be slow until we understand much more about the nutritional and biochemical aspects of host microflora interaction, and about oral microbiology in general.

It is widely known that sucrose is detrimental to teeth but knowledge about negative effects of low acid foods is less widespread. A diet with a high fresh fruit content, for example, may lead to enamel erosion (49, 50) as may pickles and low pH beverages such as cola drinks. The effect of drinks is, however, likely to be minimal since clearance from the oral cavity, unlike solid debris, is rapid. Although it is tempting to neglect the first set of teeth in the knowledge that a permanent set is going to follow, this is highly dangerous since early extraction of the milk teeth often leads to deformation of the permanent teeth. The

good habits necessary for the preservation of the permanent teeth are also not cultivated. The dentists are doing a valiant job at salvaging our battered teeth. The other health professionals should perhaps lend a stronger helping hand in ensuring that their work is not rendered futile.

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Fluoride in pregnancy reduces child's caries

A dramatic reduction in caries in children whose mothers were given fluoride supplements during pregnancy, is reported in the *Journal of Dentistry for Children*, January-February, 1979. Dr Frances Glenn, of the University of Miami medical school, recommends a 5mg sodium fluoride tablet daily during the third to ninth months of pregnancy. She suggests taking the tablet on a full stomach, with a sip of water, avoiding meals containing high quantities of calcium for at least an hour following ingestion. She says the teeth of children whose mothers were on the regimen were dramatically superior aesthetically—early white colour in the primary dentition and pale ivory in the permanent dentition. Of the study group (36 patients) 97 per cent were caries-free with no evidence of fluorosis. Dr Glenn suggests the pregnant patient should be counselled during the second month of pregnancy so that

prenatal, as well as postnatal fluoride supplements can be prescribed.

Dr Glenn says there is evidence that the minimum daily requirement of freely available fluoride during pregnancy is somewhere between 1.5 and 2mg daily, including water sources, etc.

A leaflet produced by Dental Health Promotion Ltd, includes Dr Glenn's findings, and says every expectant mother will avoid drugs if possible. However, fluoride is not really a drug but an accessory food factor.

A study by William Craelius of Stanford University, compared the epidemiology of multiple sclerosis and caries. His research, reported in the *Journal of Epidemiology and Community Health* (1978, 32, 155), suggests similar groups of people are at risk for both diseases, and aetiological factors of MS and caries include dietary excess of certain fats and vitamin D deficiency.

Make water fluoridation compulsory

The reduction of dental decay following water fluoridation could mean that eventually the same number of dentists would be able to serve more people, according to the Royal Commission report on the NHS, published last week (HM Stationery Office, £8). Recommending the introduction of legislation to compel local authorities to fluoridate water supplies, the Commission says a preventive strategy including education would lead to substantial control of dental diseases and teeth would be kept longer.

The Commission says an effective campaign waged by a small group continues to dissuade some local authorities from agreeing to fluoridation on the grounds of interference with public freedom. However, a report from the Royal College of Physicians points out that copper phosphate and chlorine, aluminium and sodium are regularly added to water supplies without protest. The Commission says it is not simply convinced of the wisdom of introducing fluoridation, if necessary compulsorily, but is certain it is entirely wrong to deprive the most vulnerable section of the population of an important public health resource for the sake of the views of a small minority of adults for whom the benefits are too late.

If general fluoridation were agreed, it would take about two years for produc-

tion of the main fluoride compound to be expanded to the necessary level. The Commission estimates that 75 per cent of the Scottish population could be receiving fluoridated water within five years of starting the operation, but it might take 25 years to reach as many as 90 per cent.

For communities that do not share the public water system, the Commission considered other sources of fluoride. It concluded there were significant practical or economic disadvantages or lack of adequate data to judge fluoridation of school water supplies, flour, milk or salt. The use of fluoride tablets "has been more widely researched but the results have not been consistent."

Snug denture cushions are available in packs of one or two. Because of the individual nature of dental problems. Mentholatum say their regular consumer advertising always carries a money-back offer. (Mentholatum Co Ltd, Longfield Road, Twyford, Berks.)



Plough say they have been surprised at the results of a free sample pack with 10p off the next purchase of Cushion Grip, operated through main Scottish newspapers recently. The scheme was 300 per cent more successful than expected and is to be repeated nationally later this year. Plough say unit sales of Cushion Grip to the end of May were 32.5 per cent up on the corresponding period of 1978.

Following a national advertising campaign for Rinstead pastilles over the past three months, Plough say unit sales have increased by 21.7 per cent over the year. Therefore the company is to increase advertising expenditure by 65 per cent. Until September there will be a national campaign in newspapers including the *Sun*, *Daily Mirror*, *Sunday People* and *News of the World*. Plough (UK) Ltd, Penarth Street, London SE15

Merocet 'to stay ahead of market'

Merrell recognising the oral hygiene market is poised to expand rapidly, are taking steps to ensure Merocet mouthwash stays ahead. Following the recent reformulation, promotional activity is being aimed at chemists and dentists. Although a GSL product, Merrell say they make it available to chemists only through authorised "ethical" wholesalers.

To assist customers to recognise the product if recommended by their dentist, display card, oral hygiene leaflets and a crowner are available. *Merrell Division, Richardson-Merrell Ltd, 20 Queensmere, Slough, Berks SL1 1YY.*

Pharmacist struck off for Dexedrine supply

The former manager of a Beaconsfield pharmacy which unlawfully supplied Countess Howe with Dexedrine tablets, was struck off the Register at last week's meeting of the Statutory Committee of the Pharmaceutical Society.

Mr William Jobson, of Hotspur Top Lane, Beaconsfield, told the Committee that Lady Howe was provided with 100 tablets every five or six weeks for almost a year without a prescription. He said he became pharmacist manager of the Kingswood Chemist in London End in April 1977. Lady Howe was a very good account customer and his dispenser had developed a good relationship with her. He assumed the dispenser was being given valid prescriptions. "I delegated responsibility," he said. Mr Jobson said he had resigned from the pharmacy and was now engaged in hospital pharmacy.

Mr Josselyn Hill, for the Society, said Mr Jobson was accused of misconduct following a magistrates' court appearance last August when he admitted unlawfully supplying a Controlled Drug to Countess Howe between April 1977 and March 1978. He also pleaded guilty to failing to enter receipts of drugs in the register; failing to store a drug in a secure place and unlawfully supplying a drug which had not been properly prescribed. Mr

Jobson had also asked for 24 offences of failing to record the receipt of drugs to be taken into consideration, and was fined a total of £200 with £30 costs.

Det Con John Hexter said on a routine visit on March 16 last year he checked the stock and records involving purchases and supplies of drugs and found a "minimum discrepancy of at least 900 Dexedrine tablets". Mr Jobson told him they had been dispensed to a lady and not entered in his register, then produced a private prescription dated April 25, 1977 with a recommendation that it be repeated six-weekly for three months.

Det Con Hexter said there was nothing on the prescription to indicate it had ever been dispensed. In any case it was unlawful because Controlled Drug prescriptions could not be repeated. He said Mr Jobson told him his dispenser, who was responsible for keeping the records up to date, had left a few weeks earlier and he had been too busy to maintain the records.

Committee chairman Sir Gordon Willmer said they found Mr Jobson unfit to remain on the Register, and added: "The proper maintenance of records is the only real check on what has happened to Controlled Drugs." Mr Jobson has three months to appeal against the decision.

'Competition' led to jealousy

A Chorley pharmacist said at the Statutory Committee meeting last week that the opening of a large health centre had caused not only severe competition but also ill-feeling and jealousy among the town's chemists.

Mr Norman Youles, superintendent pharmacist and director of Norman Youles (Dispensing Chemists) Ltd, Devonshire Road, was appearing before the Committee to answer allegations of carelessness or negligence in the way he carried out his duties following the conviction of his company at Chorley magistrates court, in March.

The company had been fined a total of £600 and ordered to pay £25 costs, after pleading guilty to six offences involving the sale of medicines not on the General Sale List and supplying prescription-only medicines in the absence of a pharmacist.

The Committee adjourned the case for 12 months, at the end of which, Mr Youles will have to produce two testimonials as to his conduct.

Mr Henry Littler, an inspector of the Society, said he visited the pharmacy, following complaints from local chemists and an anonymous letter alleging that dispensing was being carried on without qualified supervision. He said the Society's law enforcement officer had

purchased two pharmacy only items when a pharmacist was not present and he himself had taken away eight prescriptions which had been dispensed when the pharmacist was absent. Mr Littler said that he had received a number of complaints over the past six years from other chemists in the town about the unsupervised supply of medicines, the issuing of medicines in advance of receipt of the prescriptions and the collection of prescriptions from other premises.

Mr Youles said he had opened up his pharmacy in 1971 shortly before a health centre was opened. He had had domestic problems at the time of the above incidents. The chairman, Sir Gordon, said that it was apparent that there was not only severe competition in that area of Chorley but also a great deal of bad feeling. It was clear, he said, that this part of the town was not a happy place for a pharmacist to carry on business.

'Dumped' drugs

An Oldbury pharmacist was reprimanded in London last week for dumping drugs on a refuse tip next to Terryfields High School. The Statutory Committee of the Pharmaceutical Society was told by one of its inspectors that atropine was among the substances found in the tip.

The pharmacist, Mr Satish Kumar Jalota, of Hill Top Pharmacy, Pottery Road, admitted that he was convicted by Warley Magistrates in January of depositing poisons waste likely to give rise to environmental hazard at Tamf Road refuse site. He was fined £125 and ordered to pay a lawyer's fee of £30. Mr Robert Chatterton, a Society inspector said most of the substances on the tip were contained in two cardboard boxes and consisted of prescription only drugs. But there was a small quantity of atropine and a quantity of acetic acid which was used to remove warts.

Mr Jalota said that when he took over the pharmacy in January 1978 he found a considerable quantity of old drugs and other rubbish. He contacted the local drugs squad officer to arrange for the disposal of his Controlled Drugs, but decided to get rid of the other rubbish himself. He did not consider he was doing wrong. The chairman, Sir Gordon Willmer, told Mr Jalota that he should have known better. "One knows the danger of drugs coming into the hands of children who have a habit of thinking that all tablets are sweets", he said.

Behaved 'oddly'

A New Milton pharmacist, Mr Geoffrey Back, was said to have behaved oddly when he was accused of failing to supervise the sale of medicines. Mrs Joy Wingfield, an inspector of the Pharmaceutical Society, told the Statutory Committee that when she visited Mr Back's shop in Station Road, "his demeanour changed rapidly from trembling nervousness to aggression; from an uncomfortable familiarity and amusement to a lofty seriousness". The Committee adjourned the case for 12 months.

Mrs Wingfield said she made test purchases from an assistant of Burneze and Optabs after taking them from open shelves last August 11. Later that day, she spoke to Mr Back about his failure to supervise the sale. He told her he had problems and had lost weight but he was sure he was managing all right.

Mr Josselyn Hill, for the Society, said Mr Back appeared at Lymington magistrates' court last January and pleaded guilty to two charges of consenting or conniving to the unlawful sale of Burneze and Optabs. He was fined a total of £300. Mr Back told the Committee he had gone through divorce proceedings which had made him depressed, curt and short tempered. He must either have overlooked his customary practice of telling a new assistant the regulations or, having done so, she failed to observe them. He said he did not realise the drugs were on a self-service shelf.

Giving the Committee's decision, Sir Gordon Willmer said Mr Back's divorce proceedings had caused him a good deal of distress. But his health had improved and he was a hardworking man and had redesigned his shop, making it easier for him to supervise. If they received a favourable report in the meantime, they would take no further action.

Further reports on p164

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Pharmacist for trial

The London pharmacist, Mr Sydney Frankel, accused of unlawfully dealing in massive quantities of diethylpropion hydrochloride was sent on £40,000 bail for trial at the Old Bailey from Marylebone magistrates' court last week, facing a total of eighteen charges.

Mr Frankel, aged 47, who owns chemist shops in Jamaica Road, Rotherhithe, and in Edgware Road, Paddington, is also charged with receiving various stolen drugs, and using a false pharmaceutical invoice. Charges under the Medicines Act allege possession of over 16½ million diethylpropion tablets for unlawful sale by wholesale and by retail. Mr Frankel is also charged with selling 1,562,000 tablets of the drug, contrary to the Act, and with similarly supplying 5,000 further tablets by retail.

He is also accused of stealing cash from his own company, Trynant (1969) Ltd. Eight charges against him allege he received stolen drugs and other goods. The items include 1,314 bottles of Night Nurse cough mixture, 43 packets of Aldomet tablets and 20 packets of Tagamet tablets.

NCC unhappy about prices control

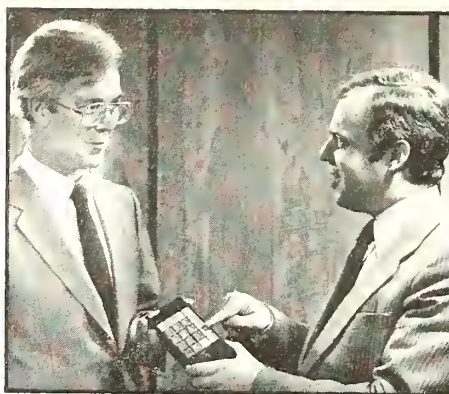
The power to control prices proposed in the Competition Bill are "far from adequate" according to the National Consumer Council. Although the Council welcomes both the principle and the general form of the Government's approach to anti-competitive practices it believes the power of the director general of fair trading in regard to prices may be only "cosmetic".

Commenting on the new Bill, the Council has stated that it would like the director general to be able to initiate price investigations himself, acting on information from consumer and other organisations and not just at the request of the Secretary of State. It also believes that any such investigations be made public and that there be sufficient power to take swift action against companies.

Patient 'feedback'

One advantage of the doctor telling patients about the drugs they are taking is that the patients in their turn will provide "feedback" information to the doctor. This is of benefit to patients in general as more information can be built up about particular drugs. That is the opinion of an article in *Woman's Own* "What your doctor may not be telling you."

The article advocates patients asking their doctors about any aspect of the drug they are taking. It also suggests talking to the pharmacist who dispenses the prescription. Other advice given in the article includes not stopping drug



"I thought it might be gold-plated", says Mr David Walker (right), management services director of Unichem as he receives the thousandth Prosper terminal from Mr Bob Gilkes, managing director of UCSL Microsystems Ltd. By October, Unichem expect to have taken 1,500 terminals bringing the value of installed equipment to over £1 million.

treatment abruptly, telling the doctor about other drugs being taken and the possibility of pregnancy. The article also suggests that unwanted medicines are returned to the pharmacy or "thrown away."

A "drug chart" tables the disorder, drugs given, possible side effects and what to do about them. Indomethacin, as Imbrilon or Indocid, is listed as one of the drugs given for rheumatism. Loss of appetite, nausea, vomiting, indigestion, diarrhoea and skin rashes are listed as possible side effects which should be "discussed with the doctor" who may then change the treatment. Abdominal pain, ankle swelling, sore throat and a skin rash with phenylbutazone are given as side effects which should always be reported to the doctor as these "show a need for a different form of treatment."

Family Planning Bill passed

The Irish Government's Family Planning Bill has passed all its stages through Parliament and will be signed by the President in the next few days. However the Health Minister will probably not draw up Regulations to implement the Act until the autumn.

Under the Act contraceptives will only be available through pharmacies and then only with a doctor's prescription or authorisation as appropriate.

The family planning clinics, which have circumvented the present law by supplying contraceptives free of charge, will not be able to carry on doing so, at least not legally. However they have threatened to ignore the law, so inviting prosecution. They argue that the law is unconstitutional in that it deprives, they say, individuals of their fundamental civil rights of access to family planning requisites. Although not stated specifically in the Bill, the implication is that contraceptives will only be supplied to married couples. Alternatively the clinics could set up pharmacies.

Statutory Committee meeting

Continued from p162

A name to be removed

The Pharmaceutical Society's Statutory Committee last week ordered the name of a pharmacist who was convicted of manslaughter in 1974 to be struck off the register. Mr Robert Leslie Carpenter was convicted at Cardiff Crown Court in 1974 of the manslaughter of a 77-year old man. Mr Carpenter was ordered by the judge to be detained for an indefinite period at Broadmoor Hospital. He was conditionally discharged in March.

Committee chairman Sir Gordon Willmer said there was no possibility in this case of half measures. He added: "We know it is a hard decision and it will not be welcomed by Mr Carpenter but we all feel that what we are doing is for his own good as well as for the good of the public."

'Double life'

A pharmacist successfully led a double life by keeping completely separate his activities as a receiver of stolen goods from his pharmaceutical work and membership of the local district council, and chamber of trade.

That was said by Sir Gordon Willmer chairman, when the Statutory Committee severely reprimanded Mr David Simmons, of Davenport Road, Felpham. Sir Gordon said no one seemed to have the faintest idea that outside his pharmaceutical work Mr Simmons was engaging in his disreputable type of life.

The pharmacist faced an allegation of misconduct following his conviction at Chichester magistrates court in March 1978 on three offences of handling stolen property, for which he was fined £450 and ordered to pay £457.19 compensation and £25 costs. Mr Josselyn Hill, for the Society, said the evidence showed that Mr Simmons was a middle man in a racket involving goods stolen from shops and wholesalers or houses, and delivered both to his home and his pharmacy at Aldwick Road, Bognor Regis.

Mr Simmons told the Committee: "I am very sorry for what I have done. I think it was due to a certain amount of personal and business pressures, and the amount of work I was involved in with the chamber of trade, and the council. I voluntarily resigned from Arun district council and Bognor Regis chamber of trade."

Sir Gordon said the natural consequence would be to say that such a man had no right to continue in his profession. "But he had already been severely punished for these offences, not only by the fines and compensation he had been ordered to pay, but also to the damaging effect on his reputation, and all the publicity the case has brought about," said the chairman.

Thrombosis prevention—some new theories

cod liver oil and vitamin E could play an important part in the prevention of thrombosis—if certain new theories prove to be correct.

These theories are based on research being carried out into the action of prostaglandin derivatives on blood vessels and platelets. Participants in an international congress on thrombosis and haemostasis last week heard that one of these derivatives—prostacyclin—holds great promise for the future treatment of cardiovascular diseases. One major disadvantage of prostacyclin is its instability, but more stable derivatives have already been isolated in Hungary and Germany. But Dr J. Vane—who together with his team at Wellcome Research Laboratories has done much of the work on prostacyclin and its actions—believes it will be at least four or five years before a stable analogue is marketed.

Prostacyclin, a vasodilator and the most potent natural inhibitor of platelet aggregation known, is formed by the blood vessel walls. It is also released by the lungs and probably other tissues and could act as a hormone circulating in

the blood, constantly preventing platelets from sticking to vessel walls where they might form thrombi.

Prostacyclin is derived from arachidonic acid which is released from phospholipids in cell membranes. The enzyme cyclo-oxygenase (also known as prostaglandin synthetase) breaks down arachidonic acid into endoperoxides which in turn break down into prostacyclin, stable prostaglandins and thromboxane A_2 .

Thromboxane A_2 , which is formed by the platelets, is a vasoconstrictor and causes platelet aggregation. It now appears that blood clotting depends on a balance between the opposite effects of thromboxane and prostacyclin. Both these substances break down into relatively inert compounds soon after they are formed.

Another group of prostaglandin derivatives—the prostaglandin 3 family—could also be important in haemostasis. The precursor of this group is not arachidonic acid but eicosapentaenoic acid (EPA), commonly found in fish. EPA is broken down into a potent anti-aggregating

compound similar to prostacyclin but the corresponding thromboxane does not induce platelet aggregation and therefore does not carry the same risk of thrombus formation.

Eskimos eat a diet which is low in arachidonic acid and—because of all the fish they eat—high in EPA. They also suffer few heart attacks.

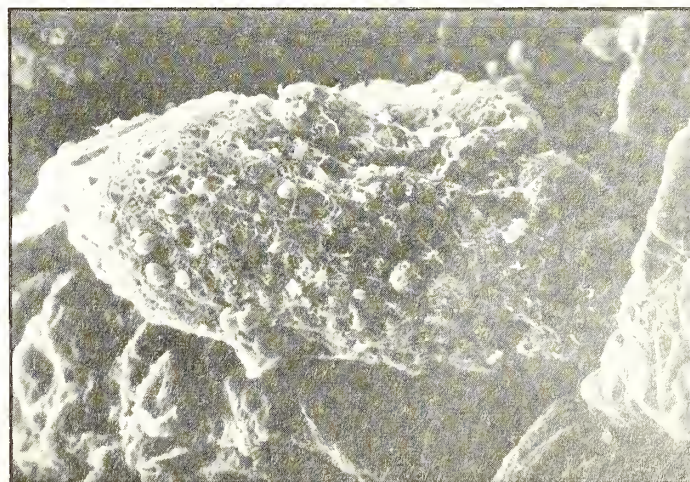
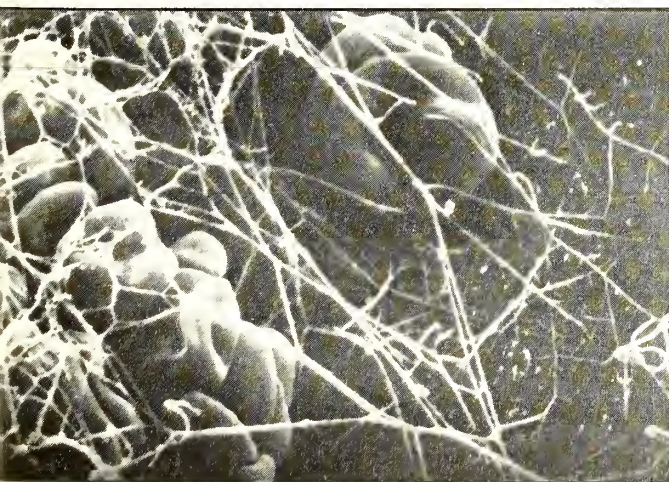
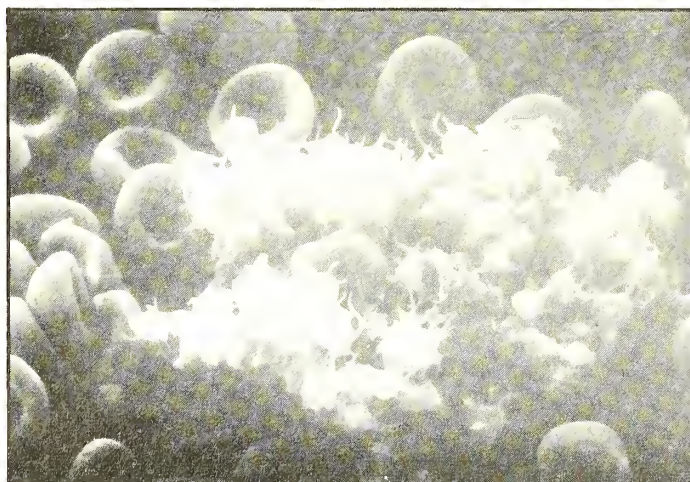
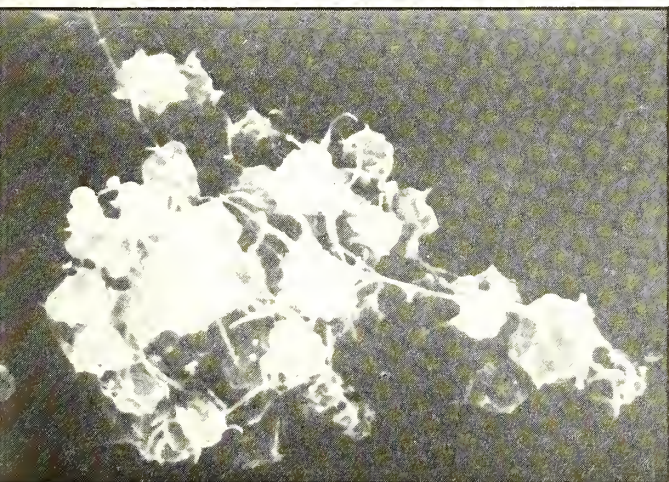
Two Danish doctors—Dr J. Dyerberg and Dr H. O. Bang—went on an expedition to Greenland last year and confirmed their belief that the two factors were related. They reported to the congress that Greenlanders who had high concentrations of EPA in their plasma lipids had longer bleeding times and their platelets were less likely to stick together than those of Danish controls.

It is thought that EPA might be more important than polyunsaturated fats as a whole in the prevention of cardiovascular disease and that supplementing the diet with cod liver oil could be useful.

Vitamin E, because of its action as an anti-oxidant, might help in preventing atherosclerosis although trials are needed to verify this theory. Dr Vane has found that lipid peroxides present in atherosclerotic plaques can selectively inhibit the production of prostacyclin in vascular tissue. A deficiency of vitamin E is one of several factors which can encourage lipid peroxide formation. Dr Vane believes that reducing body levels

Continued on p167

stages in thrombus formation. Top left, platelets collect around the damaged blood vessel wall, change shape and form aggregates. Right, red blood cells become enmeshed in the platelet aggregate. Bottom left, the fibrin network starts to form. Right, a large thrombus may eventually obstruct blood flow through the vessel (Photos courtesy of Boehringer Ingelheim)



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New theories on thrombosis

Continued from p165

of lipid peroxides could be important in preventing arterial thrombosis.

Work on prostacyclin has led to a better understanding of how drugs might act in preventing platelets from sticking together. Ideally, to prevent aggregation, such drugs should enhance the action of prostacyclin and inhibit thromboxane.

Aspirin, which inhibits the enzyme cyclo-oxygenase, blocks both substances. But Dr de Gaetano and his colleagues in Milan have found that the cyclo-oxygenase in platelets—where thromboxane is formed—is more sensitive to aspirin than the cyclo-oxygenase in vessel walls. Aspirin combines irreversibly with the enzyme, so once this combination has occurred the platelets can no longer make thromboxanes and will be unable to do so until new platelets are generated about a week later.

However, the cyclo-oxygenase in vessel walls, being less sensitive to aspirin, can start producing prostacyclin sooner.

The dose of aspirin used is therefore crucial, but it is still unknown what dose acts only on the platelet enzyme.

Other drugs

Other drugs currently of interest for their anti-thrombotic activity include sulphinpyrazone and dipyridamole.

The exact action of sulphinpyrazone is not yet known, but the Anturan Re-infarction Trial recently completed in the United States has shown that the drug significantly reduced the number of sudden cardiac deaths in people who had previously suffered a heart attack.

These sudden deaths are believed to be due to arrhythmias, rather than formation of further blood clots in the coronary vessels, and there were suggestions that sulphinpyrazone could prevent these arrhythmias.

However, during the congress there was a certain amount of debate about the significance of the Anturan trial's results, largely because of the difficulties in carrying out such trials. Data were collected from over 1,500 patients with an average follow-up of 16 months and, although the drug reduced sudden deaths, there was no overall reduction in the number of deaths from cardiovascular causes.

Dipyridamole enhances the effect of prostacyclin. It inhibits the phosphodiesterase enzyme which breaks down cyclic AMP in the platelets. Researchers at the congress suggested that high levels of cyclic AMP in the platelets prevent them from being able to change shape and stick together.

Other new drugs of interest but not yet commercially available include ticlopidine (currently being investigated by ICI Pharmaceuticals Ltd) and indobufen, both of which inhibit platelet function.

COMPANY NEWS

Boots' publicity criticised at AGM

Boots chairman, Sir Gordon Hobday, has admitted that the company's temporary special offers have been insufficiently publicised and has promised to investigate the matter.

The chairman gave this undertaking at the company's annual meeting last week when a 14.5 per cent increase in Boots' world sales was announced. Sales outlets overseas were constantly being sought and contacts have been made with the Chinese market, he said.

The company's pharmaceutical sales in the UK were on budget and above last year.

In the retail division, sales through the Boots and Timothy Whites chains increased by 16 per cent in the first quarter, of which nearly 8 per cent was real volume growth.

Responding to questions, Sir Gordon

Hobday, said the board is to investigate the possibility of expanding into optics. The company also has the formidable task ahead of equipping their branches with computer-linked cash tills, the chairman told shareholders.

Company wound up

Gaycosmetics Products Ltd, whose registered office is at 187B Dickenson Road, Rusholme, Manchester, was compulsorily wound up in the High Court on July 23.

Mr Justice Slade made the order on a petition by London Oil Medina Ltd, judgment creditors for £3,699. No other creditors gave notice of claims. The petition was unopposed.

Appointments

Vestric Ltd: Mr Derek Barrett has become the company's southern district photographic products representative.

Lilly Industries Ltd: Mr Richard A. Bailey, who has been named managing director, is a vice-president of Eli Lilly International, the parent company.

'Impressive record' for Wellcome

"A pretty impressive record" was the description applied by the Lord Lieutenant of Hertfordshire to the Wellcome Foundation's achievement in having received the Queen's Award to industry on four occasions. The Lord Lieutenant, major-general Sir George Burns was presenting the emblem and scroll for the Queen's Award for Export Achievement 1979 at the Wellcome Research Laboratories, Berkhamsted last week.

The emblem was received by Mr G. H. Allen the oldest surviving member of the company's export division at Berkhamsted, and the scroll by Mr P. Booker, planning and administration overseer, Tabloid Press, who completed 46 years' service with the company during July.

The Lord Lieutenant was introduced by the site director, Mr R. C. Devereux who pointed out that the laboratories had a world wide reputation for technology,

public health and veterinary work. Making the presentations, Sir George reminded the guests about the importance of the Awards and what a great achievement it was for those who won them. Technology and exports were vital to the well being of the country. Queen's Awards were "difficult to get" and therefore all who worked in the company should "feel delighted with themselves and also for their country."

Replying, Mr A. J. Shepperd, chairman, thanked the Lord Lieutenant and said the pharmaceutical industry had been an important contributor to the country's balance of payments. Wellcome's exports had increased by 72 per cent to £87 million in the past two years. However, the strength of the pound "about which we may feel proud" would make it even more difficult to get an award for Exports in the future.

Displaying the emblem and scroll for the Queen's Award for Export Achievement, are (from left to right) Mr G. Allen, Mr A. Shepperd, major-general Sir George Burns, Mr P. Booker and Mr R. Devereux. Sir George presented the Award last week to Wellcome Foundation at the Berkhamsted laboratories.



Dispensing doctors' payments

Dr Gerard Vaughan, Minister for Health, was asked last week to explain the reasons for the planned discrepancies in payments to dispensing doctors and pharmacists for the dispensing service considering both were paid on the same Drug Tariff basis.

Mr Hugh Dykes, MP, also asked Dr Vaughan to state in percentage net profit terms the profit for dispensing services to be paid to dispensing doctors following implementation of the review body recommendations, and to pharmacists.

Dr Vaughan, in a Commons written answer, said that although both pharmacists and dispensing doctors were paid net ingredient costs and container costs according to the Drug Tariff, fees and allowances for professional services and other expenses operated within a different framework. The income doctors received for dispensing was determined so that, together with other elements, it resulted in the average net income recommended by the review body. Dr Vaughan said he had no information on which to base calculations of the dispensing income of doctors in net profit terms.

VAT and PSNC

The Government introduced the higher prescription charge on July 16 because the necessary administrative arrangements could not be made for July 1, according to Dr Gerard Vaughan, Minister for Health. Dr Vaughan said in a written Commons answer last week, the Government wished to bring in the charges at the earliest possible date, however.

Asked by Mr McQuarrie, MP, what consultations had taken place with the pharmacists' negotiating body on the operating dates for the recording and imposition of the new prescription charges and new level of VAT, Dr Vaughan said on July 19 "None" until after the Budget announcement. There had since been discussions about how to limit the effect of the higher charge on pharmacists' remuneration. VAT, Dr Vaughan said, was a matter for the Chancellor of the Exchequer.

Homoeopaths stay

The Government has emphasised its intention to retain homoeopathy within the National Health Service.

Dr Gerard Vaughan, Minister for Health, said last week he had great sympathy with the homoeopaths' problems and would shortly be inviting them to discuss these with him. He added he will also be holding discussions with the chairman of the Council for Postgraduate Medical Education and would then decide what action would be useful.

MARKET NEWS

Holiday influences

London, July 25: With the summer holidays well under way trading in most sectors of the market has become dull and is likely to remain so for the next two months. In the past week there were a number of price changes in crude drugs and essential oils caused by the further weakening of the US dollar and the corresponding strength of sterling.

Noteworthy in oils was the price fall in vetiver for shipment (down £3.70/kg). Also lower were citronella, clover leaf and nutmeg. There were no spot offers of petitgrain.

Chinese menthol and Formosan natural camphor were sharply down at origin. Adjustments in botanicals brought about by the currency changes included the shipment rates for cascara, cherry bark, dandelion, gentian, henbane and witchhazel leaves.

Since last published a number of pharmaceutical chemicals have risen in price. They include butobarbitone, iodides and iodine, mercurials, mersalyl and phthalylsulphathiazole.

Pharmaceutical chemicals

Amylobarbitone: Less than 100-kg lots £14.89 kg; sodium £16.17.

Borax: EP grade, 2-4 ton lots per metric ton in paper bags, delivered—granular £239; powder £260; extra fine powder £272.

Bromides: Crystals £ per metric ton.

	Under 50-kg	250-kg	1,000-kg
Ammonium	926	886	856
Potassium crystals	895	855	825
Sodium	926	886	856

Butabarbital: Acid £19.75 kg; sodium £21 kg in 50 kg lots.

Butobarbitone: Less than 100 kg £17.91 per kg.

Carbon tetrachloride: BP 5-ton lots in 290-kg drums, £265 per metric ton.

Chloroform: BP £443 to £470 per metric ton according to drum size; 2-litre bottles £2.72 each; 10x500-ml bottles £1.10 each.

Ether: Anaesthetic: BP 2-litre bottle £3.45 each; one metric ton lots in drums from £1.61 in 18-kg drums to £1.43 kg in 130-kg. Solvent, BP from £1.140 metric ton in 16-kg drums to £1.040 in 130 kg.

Ferric ammonium citrate: Brown BP £1.45 kg in 400-kg lots minimum.

Ferrous carbonate: BPC 1959 saccharated £1.50 kg in minimum £500 lots.

Ferric citrate: £3 kg in minimum £500 lots.

Ferrous fumarate: BP £1.40 kg in 500-kg lots minimum.

Ferrous gluconate: £2.060 per metric ton.

Ferrous succinate: BP £5 kg in 100-kg lots.

Ferrous sulphate: BP/EP small crystals £650 metric ton; dried £650 metric ton.

Glucose: (Per metric ton in 10-ton lots)—monohydrate £225 anhydrous £550; liquid 43° Baume £234 (5-drum lots); naked 18-tons £187.

Glycerin: In 250 kg returnable drums £695 metric ton in 5-ton lots; £700 in 2-ton lots.

Hydroquinone: 50-kg lots £3.08 kg.

Iodides: Ammonium £10.37 kg (for 50-kg lots), potassium £4.91 kg (250-kg lots); sodium £7.37 kg.

Iodine: Resublimed £7.15 kg in 250-kg lots.

Iodoform: USNF £12.50 kg in 50-kg lots.

Kaolin: BP natural £152.05 per 1,000 kg; light £158.60 ex-works in minimum 10-ton lots ex works.

Lignocaine: (25-kg) base £11.07 kg; hydrochloride £11.17.

Mersalyl: Acid £38.93 kg in 10-kg lots.

Mercurials: Per kg in 50-kg lots: ammoniated £10.30; oxide—red £11.25 and yellow £10.90; perchloride £6.62; subchloride £8.73; iodide £10.02.

Mercury: BPC redistilled £9.30 kg in 25-kg lots.

Metol: Photo grade per kg. 50-kg lots £8.41.

Paraffin liquid: Pence per litre excluding duty:

BP/BPC grades	1-9 drums	10 drums	bulk
WA4	47.0	45.7	39.8
WA3	45.9	44.6	38.7
WA2	47.7	46.3	40.5
WA1	51.7	50.3	44.5
light technical	WA23	44.2	42.8
	WA21	46.1	44.7

Pentobarbitone: Less than 100-kg £20.17 kg; sodium £21.39.

Petroleum jelly: BP soft white £396.61 metric ton delivered UK; yellow BP £378.556 in 170-kg drums.

Phenobarbitone: in 50-kg lots £8.76 kg; sodium £9.11.

Phthalylsulphathiazole: 50-kg lots £8.54.

Potassium acetate: BPC £0.95 kg for minimum £500 order.

Potassium ammonium tartrate: £2.24 kg in 50-kg lots.

Potassium bitartrate: £996 per metric ton.

Potassium citrate: Granular £956 per metric ton powder £976.

Potassium diphosphate: BPC 1949 in 50-kg lots granular £2.15 kg; powder £1.88.

Potassium hydroxide: Pellets BP 1963 in 50-kg lots £1.379 kg; sticks not offered; technical flake £0.4577.

Potassium nitrate: Recrystallised £1.05 kg for 50-kg drums.

Potassium phosphate: monobasic BPC 1949, £1.3 kg in 50-kg lots.

Potassium sodium tartrate: £887 per metric ton.

Quinalbarbitone: Base and sodium in 25-kg lot £22.94 kg.

Succinylsulphathiazole: £10.30 kg in 250 kg lots.

Sulphacetamide sodium: BP £7.25 kg for 50-kg.

Sulphadiazine: BP 68, £5.60 kg in 250-kg lots.

Sulphadimidine: £7.75 kg for imported in 1-ton lots.

Sulphaquinoxaline: BVetC £10.27 kg; sodium salt £11.99 kg both in 500-kg lots.

Sulphamethizole: £9.60 kg in 1,000 kg lots.

Sulphathiazole: BP 1973, £7.30 kg in 1-ton lots.

Zinc acetate: Pure £1.26 kg in 50-kg lots.

Zinc carbonate: Pharmaceutical grade £630 per metric ton.

Zinc chloride: Anhydrous powder £450 metric ton delivered U.K.

Crude drugs

Balsams: (kg) Canada: Lower at £12.30 spot £12.25 cif. **Copaiba:** £3.10 spot £2.95, cif. **Peru:** No spot, £9.45 cif. **Tolu:** £5.95 spot.

Benzoin: £197 cif.

Camphor: Natural powder £5.60 kg spot; £5.10, cif. Synthetic £0.96 spot; £0.92, cif.

Cascara: £1.155 metric ton spot; £1.100 cif.

Cherry bark: Spot £1.120 metric ton; shipment £1.005, cif.

Dandelion: Spot £1.950 metric ton spot; £1.760, cif.

Gentian root: £1.845 metric ton spot; £1.875, cif.

Henbane: Niger £1.395 metric ton spot; £1.360, cif.

Jalap: Spot £2.405 metric ton.

Liquorice root: Chinese £565 metric ton spot £530 cif. Block juice £1.63-£1.90 kg spot.

Lobelia: American nominal. European £1,650, metric ton, cif.

Menthol: (kg) Brazilian £6 spot; £5.80, cif. Chinese £6 duty paid; £5.35, cif.

Quillaia: Spot £995 metric ton; £720, cif.

Rhubarb: Chinese rounds 60 per cent pinky £3.30 kg spot; £3, cif.

Sallron: Mancha superior £740 kg spot; Rio £785.

Sarsaparilla: Jamaican £1,915 metric ton spot; £1,845, cif.

Senega: Canadian £10.10 kg spot; £8.45, cif.

Tonquin beans: Para £3.15; kg spot £2.85, cif.

Witchhazel leaves: £2.25 kg spot; £2.05, cif; liquid £0.47 kg.

Essential and expressed oils

Almond: Sweet in drum lots £1.35 kg duty paid, both nominal.

Anise: (kg) Spot £14.60; shipment £14.10, cif.

Bay: West Indian £11.50 kg spot; £10.75, cif.

Bergamot: £48.50 kg nominal.

Bois de rose: Spot £6.25 kg; shipment £6.10, cif.

Buchu: South African £125 per kg spot; English distilled £185.

Cada: Spanish £1.60 kg spot nominal.

Camphor: White £0.85 kg spot; £0.82, cif.

Cananga: Indonesia £16.25 kg spot and cif.

Cardamom: English-distilled £270 kg.

Cassia: No spot; shipment £37.75, kg cif.

Cedarwood: Chinese £1.25 kg spot; £1.11, cif.

Cinnamon: Ceylon leaf £2.40 kg spot; £2.43, cif; bark, English-distilled £160.

Citronella: Ceylon £3 kg spot; £2.60, cif. Chinese no spot; £3.40, cif.

Clove: Madagascar leaf, £2.60 kg spot; shipment £2.45, cif. Indonesian £2.30 spot; £1.85, cif. English-distilled bud £40.

Coriander: Russian about £20.50 kg.

Eucalyptus: Chinese £1.70 kg spot; £1.63, cif.

Fennel: Spanish sweet £10 kg spot.

Geranium: Bourbon £46 kg spot; £44.10, cif.

Ginger: Chinese £41.50 kg spot; £42, cif. English distilled £95.

Lavender spike: £13.50 kg spot.

Lemon: Sicilian best grades about £16 kg in drum lots.

Lemongrass: Cochinchina £5 kg spot nominal; £4.45, cif.

Lime: West Indian £12 kg spot.

Mandarin: Spot £25 kg.

Nutmeg: East Indian £9 kg spot; £8.25, cif. English-distilled £18.

Olive: Spanish £1.340 per metric ton in 200-kg drums ex wharf; Mediterranean origin £1.360.

Origanum: Spanish 70 per cent £19 kg.

Orange: For shipment, Florida £0.60; Brazilian £0.45, cif.

Palmarosa: Spot £16 kg; £15.40, cif.

Patchouli: Indonesia £14.15 spot; £13.90, cif.

Pennyroyal: From £10 per kg spot.

Peppermint: (kg) Arvensis—Brazilian £4.40 spot; £4.80, cif. Chinese £3.30 spot; £3.20, cif. Piperata—American from £12 spot; £11, cif.

Pepper: English-distilled ex black £140 kg.

Petitgrain: Paraguay no spot; £4.95 kg, cif.

Rosemary: £7.50 kg spot.

Sandalwood: Mysore £68 kg spot. East Indian £57.50 spot.

Sassafras: Brazilian £2 kg spot; £1.75, cif.

Spearmint: Chinese £10 spot and cif.

Thyme: Red 55% £16.20 kg spot.

Vetiver: Java £20 kg spot; £16.30 cif.

The prices given are those obtained by importers or manufacturers for bulk quantities and do not include value added tax. They represent the last quoted or accepted prices as we go to press.

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X5—LANCASHIRE—drug store, should do well as pharmacy, cash turnover exceeds £30,000, good shopping site. Property, to be let. Living accommodation with 2 bedrooms available. Price: goodwill and fixtures £4,000. Stock approximately £6,000.

X6—SHEFFIELD—Retirement vacancy. Turnover approximately £44,000 showing good increase. 1,450 scripts per month. 5.30 p.m. closing. Freehold property £9,000. Stock and fixtures at valuation approximately £3,500.

X7—LEICESTER—Suburban Business—turnover £55,000 (1977) profits £10,000 to owner/manager. Dispenses approximately 2,000 prescriptions per month. Property for sale or will grant lease. Total capital requirement including freehold £30,000 including stock £12,000.

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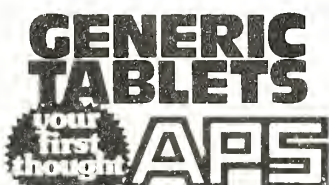
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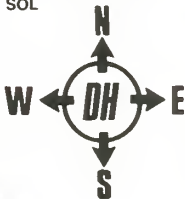
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414265

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296511

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595 7497
593 3501

EASTLEIGH
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613127 - 616390

HANWELL
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579 5298

IPSWICH
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59059 - 54848 - 211077

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65168 - 63431

NORTHAMPTON
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53012

NORWICH
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49029 - 410406

NOTTINGHAM
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869678/9 - 869670

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231941/2

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708111/2/3

PORTSMOUTH
Tel: Portsmouth (0705)
63563

RAYNES PARK
01-946 9111

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585739 - 585730

SIDCUP
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01-302 6237/8/9

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526341/2

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